

INSIDE DOPE

Learn to live and laugh—
Thus delay your epitaph

By **GEORGE F. TAUBENECK**

Stories of the Week
Gags of the Week
Memo from F. M. Cockrell
Small Rewards for Extra Efforts
Roll Out the Dice
How to Make Money and Be Unhappy
History Lesson

Stories of the Week

Edgar Guest poessed that it takes a heap o' livin' to make a house a home.

His radiocaster son, Bud Guest, footnotes that it also takes a heap o' borrowin'.

According to H. Allen Smith, Franklin Roosevelt tested a theory, i.e., people at formal social functions pay no attention to what's said to them perfunctorily. To each person in a long reception line FDR smiled: "I murdered my grandmother today."

All but one of the guests missed this sally while they shook the President's hand. The exception, no admirer of FDR policies, grunted: "She certainly had it coming."

After one of his incomparable recitals, Fritz Kreisler was approached by an effusive young woman who exclaimed, "Oh, Mr. Kreisler, I would give my life if I could play like that!"

The great musician replied: "My dear young lady, that is just what I gave."

Gags of the Week

It's nice to be important, but it's more important to be nice.

Recipe for success: Be sure you are underpaid.—WILL ROGERS.

Memo from F. M. Cockrell

While cleaning out a drawer we came across this note from our predecessor and mentor, "Uncle Frank" Cockrell:

Merchandising is the sale of goods to a customer at the place of business of the seller where the final selection of the goods is left in the hands of the purchaser because, irrespective of the merchandise selected, it will give satisfaction within its size range.

Specialty Selling is a sale made by a salesman at the place of installation of the equipment where the final selection of the goods lies in the hands of the salesman, because the seller is responsible to the purchaser for the results given by the goods sold. Specialty selling is the sale of a result.

Twenty years have passed since "Uncle Frank" indited that Memorandum. His philosophy still holds good.

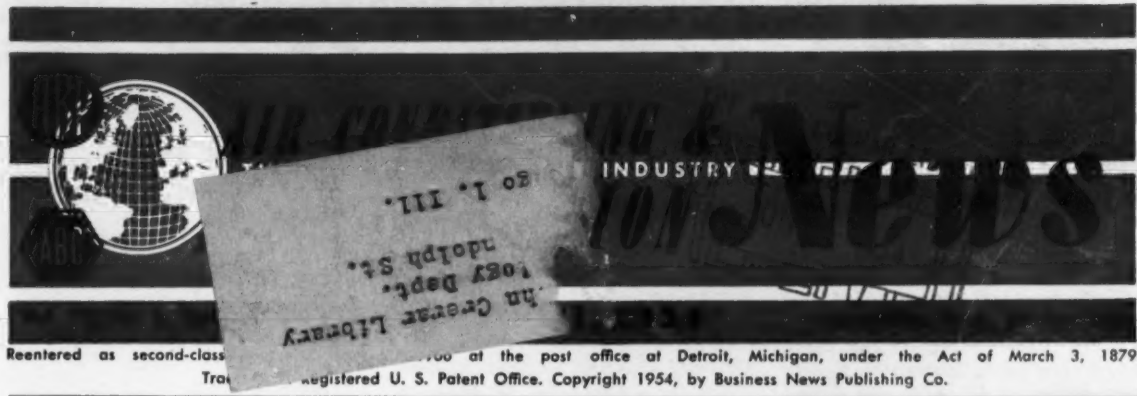
Small Rewards for Extra Efforts

Business is falling into the same lazy habits that government has adopted, according to C. F. Ogden, manager of purchases for Detroit Edison Co.

"It's fashionable to let somebody else take a rap," he adds. "Lessening of initiative on the part of the businessman is in part accounted for by the change in philosophy of our generation."

"I believe that corporations and employers generally are partially to blame because of their acceptance and promotion of a system of regimentation involving, among other things, a complex system of job classification, which in general pays a man so much for the job that he does regardless of how well or how poorly it is performed."

(Concluded on Page 14, Col. 3)



Food Stores 'Frozen Food' Specials Offer Big Opportunity to Dealers

DETROIT—Retailers handling home freezers have a great promotion "going" for them about which most of them know nothing, and those who may be aware of it are probably not doing anything to tie in with the promotion.

This was revealed in a recent interview with A. T. "Tom" Millott, who until recently was national sales manager of home freezers for the General Electric Co., and who is one of the industry's real pioneers in the merchandising of freezers (he was operating a food plan setup before the start of World War II).

This promotion is not directly related to the actual sales of home freezers, but conceivably it could be the greatest single outside factor in promoting the idea of owning and using a home freezer in the minds of the buying public.

This new factor, the idea for which must be credited to Millott, is a new type of frozen food merchandising now being adopted by some of the most powerful retail food chains in the country.

It is the idea of advertising, promoting, and making available "frozen food specials" for home freezer owners. The key to it is the "early-in-the-week" advertising of the availability of these specials on one special day (usually

other than the heavily shopped weekend).

(A recent nationwide survey has revealed a growing activity on the part of food supermarkets to offer "specials" on frozen food purchases in quantities, although for the most part the markets are doing it "quietly" without a great deal of promotion ballyhoo or advertising.)

Millott has long contended that if "early-in-the-week" advertisements were directed to freezer owners and featured quantity specials and special services that supermarkets could convert many of its quantity buyers to "early-in-the-week" shoppers, level out its peak shopping loads to a more balanced and efficient supermarket operation, and offer the freezer owner—in addition to bargains—more convenient shopping and personal attention by the store management and personnel.

He put the idea before the powerful "Roger Bell Markets" merchandising services sponsored by the *Ladies Home Journal*, which has over a period of years become a significant influence in food retailing circles.

The Roger Bell Markets "Bell-ringer" program offers food mer-

(Concluded on Page 2, Col. 3)

NCRSA Reports 15% Rise In First Quarter Sales

PHILADELPHIA—Business was up 15% over last year in the first quarter for members of the National Commercial Refrigerator Sales Association, it was announced by Marie H. Lawton, executive secretary.

Increases of 15.05% in both total dollar sales and dollar net profit before taxes were reported for the first quarter of 1954 compared with like period of 1953.

Inventory as of March 31, 1954 was up 13.77% over the same date last year.

An increase of 17.05% in accounts receivable as of March 31 this year compared with the same date of 1953 was also reported.

Sub-Zero Freezer Manual Tells Story In Color

MADISON, Wis.—A new 30-page freezer sales presentation manual that the company claims to be the most lavish freezer selling tool produced to date will be off the presses in early June, Westye F. Bakke, president of Sub-Zero Freezer Co., Inc. here, announced recently.

The presentation manual is intended to aid dealer and food plan salesmen do a better job of selling Sub-Zero's all-aluminum upright freezer, which is completely serviceable in the field.

Making generous use of full color photography to help get its story across, the 11 by 17-in. manual contains a running commentary directed at the consumer. Bound in a specially designed leatherette spiral easel case, the book is applicable in any section

(Concluded on Back Page, Col. 1)

Catskill, Miami Trips Lure Room Unit Buyers

BROOKLYN—Trips to a Catskill mountain resort or a Miami Beach hotel are being offered to purchasers of room air conditioners by Arrow Utilities, air conditioning specialty selling organization here.

Harold Reiter, president, said he expects to continue the offer through June at least, though it may be withdrawn at any time, depending on availability of units once the rush begins.

Sales are to be at list price with the extent of the trip depending on the number and size of units purchased, he explained. Arrow handles a wide variety of brands.

(Concluded on Page 4, Col. 1)

Hit Rule Requiring Plumber On Some Conditioning Jobs

OMAHA, Neb.—Steamfitters Local No. 464 has filed suit against the City of Omaha to reverse a ruling that a plumber must be employed when certain types of air conditioning units are installed.

Suit was filed in District Court and will be heard by Judge James Patton.

The trouble started during construction of Methodist hospital in Omaha. The central air conditioning unit collected moisture and a pipe was installed to carry the water away.

City of Omaha Inspector Lawrence Christiansen ruled that the condensation discharge pipe must be installed by plumbers under the city's code. But the plumbers as well as the steamfitters have agreed that the job should be done by the steamfitters.

Senate To Consider FHA Insurance on Open-End Mortgage

WASHINGTON, D. C.—The 1954 Administration housing bill, which would authorize FHA insurance of "open-end" mortgages permitting homeowners to borrow for the purchase of new appliances and other home improvements, through the enlargement of the mortgage on his home, will probably reach the Senate floor around June 2.

The House of Representatives has passed a measure containing provisions which would authorize FHA insurance of loans by banks or savings and loan associations made under open-end mortgages. The Senate Banking Committee has already put a stamp of approval on a modified version of the House measure.

Passage of such a measure would not make open-end mortgages available at once in all states, because of problems with lien laws in certain of the states. However, it is said that FHA will be urged to be as helpful as possible to increase the use of open-end mortgages in such states.

New Styling, Color Use Mark United's '54 Line

HUDSON, Wis.—United Refrigerator Co.'s entire line of upright freezers will have a new look for 1954, it was announced recently by Jack Gordon, vice president.

He said the new look includes a smart, new cabinet design, attractive interior color styling, and other features.

Latest off United's production lines are two new "Harvest Queen" models representing the single door and dual door styles. Both feature the new "Stow-Dor" with built-in juice racks.

Other Harvest Queen features include "Venta-Freezer" shelves for cold air circulation throughout; "Balanced Freezing" with coils in top, bottom, and shelves so that all stored food is exposed to freezing surfaces; and "Pin-Hinge" doors for easy, quick removal so

(Concluded on Back Page, Col. 2)

Electrical Distributors Will Meet June 6-11

NEW YORK CITY—Talks on the room air conditioner, appliances, financing the retail dealer, and the advertising problem in the appliance field have been programmed along with other features for the 46th annual convention of the National Association of Electrical Distributors.

The convention will be held June 6-11 at the Convention Hall in Atlantic City, N. J. It is expected to attract over 3,000 management executives representing every segment of the electrical industry.

More than 275 electrical manufacturers will have booths in the Manufacturers' Conference Booth Center to be located in the main arena of Convention Hall. The center will be open each day of the convention.

(Concluded on Page 4, Col. 3)

53 Mfrs. List Home Freezer Specifications

10 Fewer Makers Than In '53 Produce 266 Models; Uprights Increase Again

DETROIT—Fifty-three manufacturers of self-contained home freezers, including all manufacturers distributing on a national level, present in this issue of AIR CONDITIONING & REFRIGERATION NEWS the specifications on their 1954 lines.

This seventh annual edition of the "Home Freezer Specifications" issue contains data on 266 models of self-contained home freezers.

There are 10 fewer manufacturers listed this year than last year. Three manufacturers told the News they were producing custom-built models only and could not list any standard specifications. They are Franklin Transformer Co. of Minneapolis, S. & R. Soda Fountain Mfg. Co. of New York City, and White Horse Cabinet Co. of Harleysville, Pa. Franklin and White Horse were listed last year.

Only new manufacturer appearing in this issue is Rhodes Refrigeration Co. of Portland, Ore.

Although 10 fewer manufacturers submitted specifications this year, the number of models produced is only three fewer than in 1953—266 models as compared with 269. This represents an average of five models per manufacturer as compared with four last year. Actually, lines range from one to nine models.

This year's listing shows the trend is to more upright models and fewer chest type. There are 141 uprights listed here as compared with 125 chest models. Last year, the listings included 139 chests and 130 uprights.

Specifications listings start on page 9 and cover most of the succeeding pages. An alphabetical index by brand name appears on page 4.

Norge Introduces New Upright Freezer Model

CHICAGO—A new upright home freezer featuring "Handidor" shelves, juice bar, an automatic signal light, and a safety auto-type lock has been announced by Norge Div. of Borg-Warner Corp.

The freezer, model VHF-1200, has a 12.8-cu. ft. gross capacity, 12.1-cu. ft. net (NEMA) capacity, and holds up to 420 lbs. of frozen foods.

Exterior and interior styling are designed to match the "Customatic" refrigerator-freezer combination, model 1180, forming the 1954 "Food Saver" team.

"Jet-freeze" shelves provide circulating cold as low as 52° below freezing, the company said. A green low-wattage signal light glows when temperatures are below 13°, and goes off if operation is interrupted.

"Recessed door shelves in the Handidor keep dozens of smaller packages and containers within easy reach," Norge pointed out. "A

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Food Stores Help--

XUM

United OUTSHINES THEM ALL!

...with a dazzling new line
tailor-made for today's freezer market!

Harvest Queen

Model UF4-171 — A distinctively styled beauty with a stunning, two-toned — sparkling white and cool, soft green — interior holding over 530 pounds of food. Features Stow-Dor with juice racks; Venta-Freeze shelves; Balanced Freezing with top, bottom and all shelves refrigerated; removable Pin-Hinge door; and ample storage bin. Smart, luxurious gold trim inside and out.

Want more of that huge freezer potential? Here's how to get it... with the sensational, brand new line by United... specially designed to capture the fancy of Mr. and Mrs. Buying Public from the first glance! *Sell dynamic styling... created by the combined genius of leading national designers. Sell matchless performance... engineered by United's excellent master craftsmen. Sell advance features... dictated right down the line by the needs and desires of your actual prospects. Sell United... the brand new, consumer-created line designed for today's great and growing freezer market!*

REFRIG'N'FREEZ

Model TT-7350 — A market favorite with a big potential... a full-size combination refrigerator and freezer. Top section is a family size, waist high refrigerator... bottom is a full 350 lb. capacity freezer... each with individual temperature controls. Refrig-N-Freez features United's smart, new design and color styling for top sales appeal.

Harvest Queen

Model UF-222 — Featuring the popular dual door design with built-in Stow-Dor shelves on both doors. Eight refrigerated surfaces for full, sharp freezing... Venta-Freeze shelves allow thorough circulation of cold air throughout. Beautiful interior of sparkling white and soft green with gold trim. Ultra-modern exterior smartly designed in gleaming white, baked-on Dupont Dulux enamel trimmed with gold.

Remember — United Is the Profit Line

Just picture yourself as a United dealer — and you'll see a man who's sittin' pretty. Your sales helps include comprehensive, full color literature; you are backed every step of the way by a new and bigger national advertising program; and you are selling a dazzling, new, consumer-designed line to a freezer conscious public. Learn more about the program that puts YOU first! Write for full information today.

Harvest KING

Model UF-32 — Offers big freezer capacity that fits in a small floor area... United's Harvest King holds over 1,000 pounds of food—big, full-width doors provide more usable space with every item easily accessible. This trim, handsome unit is constructed and engineered to meet the most rigid commercial demands — is ideal for back room storage — has the EXTRA measure of safety and economy your big-freezer buyers demand.

United

REFRIGERATOR COMPANY

Locust and Walnut Streets Hudson, Wisconsin

designers, engineers and manufacturers of America's newest and finest refrigeration equipment

FREEZERS — TWO TEMPERATURE CABINETS — BULK MILK DISPENSERS — DRY BOTTLE COOLERS — DIRECT DRAW BEER DISPENSERS — ICE CUBE MAKERS

Trips for Cooler Buyers--

(Concluded from Page 1, Col. 3)

With the purchase of a 1/2-ton room air conditioner, the customer is offered a 3-day weekend at Grossinger's Catskill resort. For purchasing a 3/4-ton unit he and a companion are sent there for a 5-day stay.

The customer can choose his own dates for the trip any time between Labor Day and Memorial Day in 1955. Arrow makes all the arrangements and has a representative to greet the customer on arrival at the hotel. The couple gets a split bottle of champagne on arrival and an engraved table lighter as a memento on departure.

The purchaser of two 3/4-ton units goes to the Casablanca hotel in Miami Beach for 10 days via National Airlines. For buying three 3/4-ton units, the purchaser and a companion get seven days at the Casablanca. They can go anytime between now and Dec. 15.

This trip includes round trip fare on the airplane, use of a private car, brunch and dinner every day, trips, tours, and cocktail parties.

Reiter said that it took two months to work out all details with hotels and airline.



R. M. Bourgette



G. E. Palmer

Palmer, Bourgette Head Regions for 'Pak-A-Way'

MINNEAPOLIS — New regional managers are now functioning for the "Pak-A-Way" home freezer division of Schaefer, Inc. in the central and far western regions.

G. Edward Palmer, formerly general sales manager of Dulane, Inc., has been named central regional manager for Pak-A-Way, with headquarters in Chicago. Palmer has a background of many years in sales organization and sales promotion work.

Robert M. Bourgette is western regional manager for Pak-A-Way with headquarters in Seattle. Bourgette, formerly with Deepfreeze, has been identified with the appliance industry for several years.

Memphis Dealers Request Wiring Law Modification

MEMPHIS, Tenn.—A request by the Memphis Retail Appliance Dealers Association to modify the rule which requires adequate wiring throughout a building before installing air conditioners or other appliances which require a heavy load has been rejected by the City Council.

City Commissioner John T. Dwyer explained that the rule, adopted in the 1938 edition of the City Rules and again in editions of 1941, 1943, and 1948, is included in the proposed rules now awaiting approval.

The dealers' association is represented on the committee preparing the proposed new rules.

Distributors Meet--

(Concluded from Page 1, Col. 4)

The association's Apparatus & Supply Div. will meet Monday afternoon and Tuesday; there will be a general session on Wednesday; and the Appliance division will convene all day Thursday and Friday morning.

J. M. Otter, vice president, Consumer Product Div., Philco Corp., and R. E. Cassatt, sales manager, Refrigeration Appliances Div., Fedders-Quigan Corp., are two of the speakers who will address the Appliance Div.

Otter will talk on "Appliances" and Cassatt will discuss the subject "The Room Air Conditioner—Bright Hope of the Appliance Industry." Both are to speak Thursday afternoon.

Also scheduled for Thursday afternoon is a talk by Harold P. Bull, vice president in charge of sales, Apex Rotarex Corp., on how to cash in on the laundry equipment business, and a panel discussion led by Herbert S. Schiele, Appliance Division chairman.

Tom Maloney, president, Cecil & Presbrey, Inc., advertising agency, will be one of the speakers at the Friday morning session. His subject is to be the advertising problem in the appliance field.

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NORGE Upright Freezer Model VHF-1200.

Norge Freezer--

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juice bar holds a large selection of frozen concentrates.

"A safety lock on the door guards against pilfering of contents, should the freezer be kept in a utility room or garage. The customer also is insured at no extra cost against food spoilage due to mechanical failure for five years.

"Other features include a five-position adjustable shelf, 40-lb. capacity rustproof wire basket on nylon rollers, high density glass fiber insulation, and recessed cold control adjustable for sharp freezing or safe storage temperatures.

"An angular 'Handilatch' and gold-tone trim match the styling of Norge's Customatic refrigerator-freezer. The titanium porcelain interior is finished with arctic mist color accent and gold-tone trim.

Suggested retail price is \$399.95.

Mitchell and Eastmead Resign Posts at Servel

EVANSVILLE, Ind.—Frank A. Mitchell, general product manager for Servel, Inc., and Lewis Eastmead, products manager for household refrigerators and home freezers, have resigned their posts, it was revealed here last week.

Mitchell joined Servel in 1952 as general sales manager, coming from Fedders-Quigan Corp. where he had served as sales manager. Last year he was named to the new post of general product manager.

Eastmead had been with Servel since 1935, with time out for service in the Navy during World War II. He had been named to the refrigerator and freezer products manager post early this year.

CORRECTION

In the Lehigh Mfg. Co. advertisement appearing on page 20 of the May 24 issue of AIR CONDITIONING & REFRIGERATION NEWS, featuring the new catalog covering Lehigh hermetic condensing units, the statement was made:

"Your copy is ready—listing capacities and specifications of 'America's Most Modern Condensing units' 1/2 thru 5 h.p."

The range of sizes of the units was incorrect, and should have read: 1/2 h.p. thru 1/2 h.p.

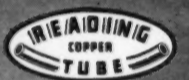
Five Form Firm

BUFFALO — A business name has been filed in the Erie County clerk's office for the State Air Conditioning Co., 1814 William St., Buffalo, by Joseph S. A. John, and John Peters, and Anthony and James Cappola.

FOR REFRIGERATION AND AIR CONDITIONING EQUIPMENT...

SPECIFY

READING QUALITY COPPER TUBING



READING TUBE CORPORATION

EMPIRE STATE BUILDING
NEW YORK 1, N. Y.
WORKS: READING, PA.

A Great New Line of Extra Storage FROZEN FOOD MERCHANDISING CABINETS

By

Schaefer



MODEL FGF-224D

With low type superstructure, 22 cubic feet capacity. Displays 660 standard frozen food packages. Holds 10 cases in storage compartment. Also available with shelf type superstructure.

EIGHT MODELS
12 TO 22 CU. FT. CAPACITY



MODEL FGF-164D

With low type superstructure, 16 Cu. Ft. capacity. Displays 460 standard frozen food packages. Storage compartment holds 6 cases. Also available with plastic or shelf type superstructure.

Double Duty

Extra Storage Capacity

Fashioned Exclusively for Frozen Food Merchandising

Space Saving

Portable—Self Contained

Low Original Cost

Low Operating Cost

DISTRIBUTORS — REPRESENTATIVES

● Our new policy of forming the Frozen Food Cabinet Division of Schaefer, Inc. enables us to expand our distributor and representative organization. If you are interested in a Schaefer Frozen Food Cabinet franchise, send the coupon or write today.

Frozen Food Cabinet Division
SCHAEFER, INC.
802 Washington Avenue, No., Minneapolis 1, Minnesota

Send details on the Schaefer Frozen Food Cabinet Line.

As a DISTRIBUTOR

☐ As a REPRESENTATIVE

NAME

FIRM

ADDRESS

CITY

ZONE STATE

THIS NEW WINDOW AIR CONDITIONING BOOSTER CAN MEAN EXTRA INCOME FOR YOU

Designed Especially For Units Installed In A "Sun" Window

Here's What It Does:

- Maintains optimum water level in slinger wheel pan automatically
- Lowers head pressure
- Lowers operating cost
- Permits operation of unit above present outside design operating conditions.
- Increases capacity
- Lowers unit operating noise level

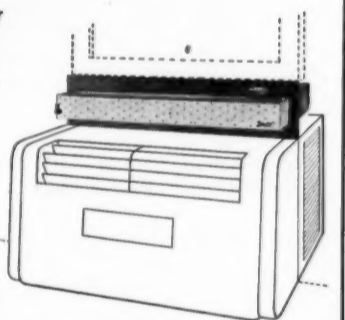
IF THE UNIT IS IN A SUN WINDOW IT CAN USE A BOOSTER

Territories Open For Wholesalers' And Mrs.' Agents

WRITE TODAY!

John J. White, Inc.

800 McCARTER HIGHWAY NEWARK, N. J.





An Anniversary Message from Deepfreeze to all Independent Distributors and Dealers.....

By some standards, 15 years is a "young" age for an industry. But it's the many achievements accomplished in those years that give Deepfreeze cause for celebration on its 15th anniversary.

In that comparatively short time Deepfreeze, with the help of its independent distributors and dealers, has developed a great new industry from a mere idea. This outstanding manufacturing and merchandising "team" has brought the better "home freezer way of living" to hundreds of thousands of American homes!

Deepfreeze is grateful to its distributors and dealers for their part in this mammoth enterprise. We are glad that it has been financially rewarding for them.

We are proud, too, that the Deepfreeze distributor and dealer has helped accomplish all this as "his own boss." He is not compelled to carry a variety of small-profit, "tag along" products—and he will not be compelled to do so in the future. He can carry any complementary lines of major appliances he chooses.

His own work determines the degree of success he achieves. He gets more satisfaction from his work, and makes more money. This has been the "Deepfreeze way" during the past 15 years. It will continue to be our system in the future.

There are opportunities for additional aggressive appliance dealers to help carry on in the Deepfreeze tradition—and to share in Deepfreeze profits.

A New Deepfreeze Assurance Plan for Dealer Wholesale and Retail Financing!

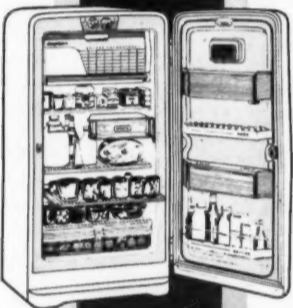
As a Deepfreeze dealer you can enjoy the benefits of the greatest dealer financing program now in operation. By relieving you of financial worries, it gives you complete freedom to merchandise and sell!

Deepfreeze can—and wants to—help you! For details, see your Deepfreeze distributor today or write, wire, or phone us direct.

Deepfreeze
Home
Freezers



Deepfreeze
Dispensator
Refrigerators



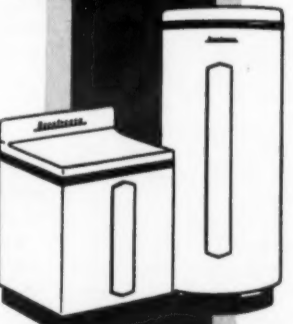
Deepfreeze
Room Air
Conditioners



Deepfreeze
Electric
Ranges



Deepfreeze
Electric
Water Heaters



Deepfreeze® Home Appliances

© 1954 Deepfreeze Home Appliances, North Chicago, Illinois.
Makers of genuine Deepfreeze Home Freezers, Refrigerators, Air Conditioners,
Electric Ranges and Water Heaters

See Deepfreeze Appliances during the Chicago Summer Market
June 21—July 1, Merchandise Mart, Room 1469

He Makes Them Want To Sell

Freezer Distributor Dick Scott Sells Selling to Small Town Dealers,
Stimulates Them To Stand on Own Feet

By George M. Hanning

STERLING, Ill. — Stimulating the dealer to do things for himself rather than to depend on the distributor to do his work for him has resulted in new sales records for Dick Scott Distributing Co., Amana freezer and air conditioner distributor here.

Dick Scott, owner, said that his April freezer sales were the highest ever for that month and May sales were well ahead of last year. He looks forward to a banner sales year for freezers.

The best way for the dealer to sell home freezers is to get out and pound on doors, he declared. And the best way for the distributor to get his dealers to do this is to sell them on selling and offer them incentives to do the job.

By incentives, Scott does not mean contests and spiffs. He means offering the dealer all the aid necessary to make sales, but at the same time, making it obvious to the dealer that he can sell more profitably on his own initiative than through the distributor.

Scott, who has had the Amana franchise in northwestern Illinois since 1949 and has recently added several counties in southwestern Wisconsin, operates in a predomi-

nantly rural territory. Only cities of any size are Rockford, Beloit, and Madison. Most of his dealers are located in communities of a few hundred or, at most, a few thousand population.

"Some distributors wouldn't call my dealers good dealers," Scott asserted. "Most of them are not big volume operators. But despite what they might do for other distributors, they are good dealers for me when they can sell more freezers than I think they are capable of selling. Many of them have already sold more freezers this spring than their established quotas for the whole year."

Here's how Scott goes about making sure he has "good" dealers on his team.

First of all, when he and his three salesmen select a dealer for a franchise, they establish these two conditions. One, that the dealer will not cut the list price of the freezer on pain of losing his franchise, and, two, that he will not handle a competing freezer.

Scott noted that these conditions are enforced, particularly the first. After taking away the franchises of a few dealers who cut price, Scott said that he has had little

trouble on this particular score.

He cited a recent instance where a farmer looking for a bargain had shopped several Amana dealers for a freezer and got the same price from all of them. Finally he came to Scott himself to see what he could do. Scott wouldn't sell and the farmer wanted to know what was wrong with his dealers that they refused to shave their prices.

"When they all hold firm like that," Scott related, "it gives every dealer more confidence that the customer cannot go elsewhere and get the same thing for less. It gives them more incentive to go out and do a job on your line."

When no other freezers are displayed, Scott feels that the dealer will give more effort to selling Amana. A visit to several dealers' stores showed that all had given the freezer a prominent display position, some devoting an entire window to the freezer.

When a new dealer is signed up, Scott gets him started by having him invite a number of people in his territory to dinner at which a freezer demonstration will be made.

The dealer is encouraged to in-

PLEASE MAIL WITHOUT COST OR OBLIGATION THE
AMANA FROZEN FOOD COOK BOOK

TO	
ADDRESS	
STATE	CITY
YES	NO
<input type="checkbox"/>	<input type="checkbox"/>
Do you fully understand how the Amana plan works?	
<input type="checkbox"/>	<input type="checkbox"/>
Do you have further questions about the Amana plan?	
<input type="checkbox"/>	<input type="checkbox"/>
Do you feel the Amana plan would benefit your family?	
Would you place your Amana in <input type="checkbox"/> Kitchen <input type="checkbox"/> Basement <input type="checkbox"/> Other	

FIG. 1—This card, in pink, filled out by guests at Amana Plan dinners, is placed on a rotary file on Scott's desk. All cards pertaining to one dealer are filed together behind a white dealer performance card (Fig. 2). When the prospect buys, "sold" is marked across his card.

vite anyone he wants, so long as that person is married and a householder. The dealer is told not to try and qualify his guests as freezer prospects. In fact, Scott contends, the best prospects come from people who have never shown an interest in freezers before.

The dealer selects a convenient time and place for the dinner. It may be held in a church basement, meeting hall, restaurant, or even a tavern where private dining facilities are available. No particular effort is made to include frozen foods in the dinner.

From there on the distributor salesman takes charge. He arranges to have the demonstration units there and either conducts the demonstration himself or has Scott's brother-in-law do it.

'Expert' Handles Dinners

The brother-in-law, Bill Bartman, is a very personable fellow with a knack for making guests feel at ease and creating a good impression on them. Handling these dinners is a specialty with him, which he does whenever he can. He is not a regular employee of the company.

Bartman or the salesman explains the frozen foods story and how the owner of a freezer can save money on food bills, and, because most guests have their own gardens, how they can freeze their own food for later use. The demonstrator notes that arrangements have been made with a local food source where quality frozen meats and other foods can be purchased in quantity at discounts.

After the dinner, prospect cards are passed out to the guests. They fill in their names and address and answer three questions. They indicate whether they know how the Amana plan works, if they have any additional questions, and if they believe the plan will benefit them. They also are asked to indicate where they would place the freezer in their home. ("If they fill in this last question, they are a hot prospect," Scott asserted).

In return for this information, the guest is given a free frozen food cookbook.

Dealer Collects Reactions

The dealer is left free throughout the demonstration to mingle with his guests and to note their reactions to the freezer. After the affair is over, he makes out a report, listing each person attending and what sort of freezer prospect he is.

The dealer is urged to follow up on all the "hot" prospects immediately. If he likes, the distributor salesman will accompany him on his call and help him out. He will even close the sale for the dealer if necessary.

If there are too many hot prospects for the dealer to handle, the distributor salesman will take over for the dealer and call on some himself.

"We normally get good response from these dinners," Scott commented. "Most of the people who attend are good prospects and each dinner usually results in several sales. This gets the dealer off to a good start and encourages him to go out after more sales."

To cover the cost of the dinner, Scott assesses the dealer a certain amount for each freezer sold as a result of the dinner. If the distributor salesman closes a sale

for the dealer, he also gets a commission on his sale.

This is done, Scott noted, to discourage dealers from depending on dinners to get their prospects for them.

The reaction Scott wants is just what has been done by W. H. Dabler of Manlius, Ill. Dabler, who operates in a town of about 300 population, has sold nine freezers so far this year.

He conducted a successful dinner and then later followed up with another demonstration program in which he served foods right out of a freezer on his display floor. He said he invited six couples to the second demonstration. His sister cooked the food while he gave the demonstration. After the demonstration, she served the refreshments.

"This was much better than the dinner," Dabler said. "It didn't cost us nearly as much to put on and I expect four sales out of those six couples. That dinner was too expensive."

"That's just what we want," Scott commented later. "He's dissatisfied with the promotion we put on, so he puts on his own promotion, one that suits his particular needs better and which means more profit to him."

Records Control Follow-Up

After Scott has put on a dinner, he keeps the initial report and the list of prospects on file. As the prospects are followed up, the results are recorded on the report. If the dealer fails to follow up on the prospects, the distributor salesman checks up on him, and urges him to make the calls.

With these records, Scott said, he can keep track of just how each dealer is performing and know where additional effort is needed. In addition, if one dealer drops his franchise for one reason or another, Scott has a ready made list of prospects and users for contact by the new dealer who takes over the territory.

But one of the biggest jobs, as Scott sees it, is to sell the dealers and their salesmen on selling it—self—to make them want to go out and push doorbells to make sales.

To accomplish this, Scott holds regular sales training meetings—generally about one a month—in various towns around his territory. At these meetings, usually conducted by a distributor salesman, one aspect of selling is discussed thoroughly. One meeting might be devoted to closing the sale, another to digging up prospects, a third on how to canvass, and a fourth on how to answer certain objections. All dealers in the area are invited to attend and, Scott said, some will travel many miles for instruction in some phase in which they are weak.

In addition to instruction by the distributor salesman, individual problems of various dealers are taken up and solutions offered, so that each dealer actively participates in the session.

Any literature on selling—such as articles in trade papers, or ideas from books—that might be of help to his dealers are also made available to them. Scott recently has been urging dealers to subscribe to a monthly bulletin on selling, which gives them advice on many selling problems that confront them daily.

(Concluded on next page)

for Hermetic Compressors

new

two-piece
WATER VALVE

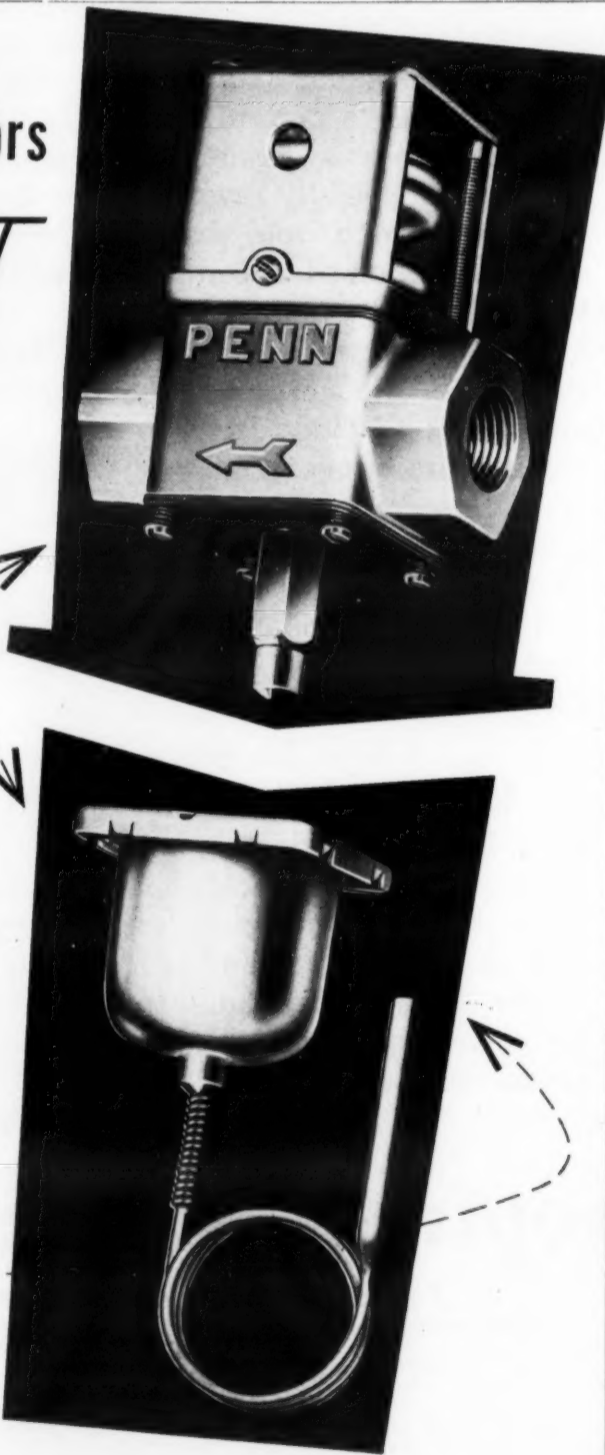
Here's that famous Penn Series 246 Water Valve . . . the water valve that stays on the job much longer than any other . . . in a brand new role! It retains all its efficient performance features in a new, two-piece construction.

The growing use of hermetic compressors from 1½ to 5 hp. for water-cooled air conditioning created a water valve installation problem. To solve this, Penn came up with the Series 246 two-piece water valve. Now . . . more and more manufacturers are using the Penn water valve bellows and capillary on each unit. The pressure connector is sweated into the hermetic compressor. Then, in the field, if the equipment is city water cooled, the Penn valve body assembly is required to complete the job. Available in ¾", 1½" and 3¼" sizes.

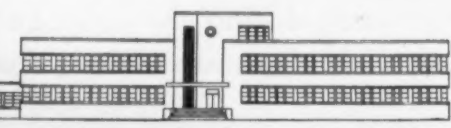
Remember . . . your best buy in water valves is Penn. Ask your wholesaler or write Penn Controls, Inc., Goshen, Indiana. Export Division: 13 E. 40th Street, New York 16, N. Y., U.S.A. In Canada: Penn Controls Limited, Toronto, Ontario.

— SAVES TIME . . . MONEY —

Penn two-piece water valve has internal stop in power element. This feature prevents possible damage to bellows, makes assembly to valve body extremely easy and permits installation or replacement of water valve body without cutting into the refrigerant system.



PENN



AUTOMATIC CONTROLS

FOR HEATING, REFRIGERATION, AIR CONDITIONING, GAS APPLIANCES, PUMPS, AIR COMPRESSORS, ENGINES



(Concluded from preceding page)

This record offers Scott a means of checking how well the dealer is doing as compared with his own expectations. It also indicates which dealers show interest in improving their sales and which do not.

When they returned from the school, they were fully prepared to act as trained assistants to the dealers and to give expert advice to new freezer owners on how to get the best from their new purchase.

An example of the unexpected help they can give was noted by "Woody" Olson, owner of Olson's Refrigeration in Princeton, Ill. Olson is another dealer who is enthusiastic over the results obtained from dinners and is currently preparing another.

His wife, trained as a home economist, is actively assisting in the preparations. She got an idea for distinctive menus to be used at the dinner. It is a simple idea of making the menu a souvenir containing a picture of the freezer and listing the names of the firm's salesmen as hosts. The menu would act as a constant reminder of the dinner to the guests.

Almost all of Scott's dealers use a modified form of food plan to sell freezers and find it a good drawing card. Even though the large majority of their prospects are rural people, the prospect of quality foods at quantity discounts appeals to them and helps justify in their own minds their investment in the freezer.

Scott has arranged with food sources of some sort within reasonable distances of all dealers to provide them with frozen foods at quantity discounts if desired. These sources may be a locker plant, grocery store, or other food purveyor.

No "package" food deals are set up, however. Customers are free to buy whatever foods they want in whatever quantity they want. Home economists help them with their initial selections, tailoring the order to the needs of the individual family.

This type of deal works very well, Scott noted, because most of the freezer purchasers have gardens of their own. They will freeze what they produce and supplement their own products with commercially packed frozen foods.

Gardeners are a prime source of prospects for one dealer salesman. Russ Edwards, who sells for Kal Ekstrom of Custom Bilt, Inc., Mendota, Ill. walks around town keeping his eye open for people working in their gardens. When he finds a man or woman out weeding the crops, he stops to chat a

Burley admitted that he began to wonder himself. But he decided to try the method Scott had been preaching—go out and knock on doors.

He closed up shop one day, and with an armload of nylon stockings for housewives who gave him an interview, he set out in his car to knock on doors.

Burley related that he made 15 calls that day. He uncovered six good prospects and made one sale. The next morning one of the prospects came into his store and closed a second deal. That evening,

[illegible][illegible]

FIG. 2—This card enables Scott to rapidly check on a dealer's performance. It shows what manpower the dealer should have, in Scott's opinion, to do a good job, how much he is expected to sell, his attendance at sales meetings, and his promotional results. The reverse side records the dates and number of freezers the dealer buys from Scott.

he and the distributor's salesman went to another prospect's home and closed a third sale.

His enthusiasm restored, Burlay vowed that he was going to sell at least one freezer a day.

"I'd make more money if I closed up the hardware store and went out selling freezers all the time," Harley declared in a tone that indicated that he might do just that.

Never before has any freezer scored such a spectacular sales record! No wonder Amana dealers everywhere say: "Most profitable item we ever handled!" and it's due to a great new feature...



the "stor-mor" Door*

GREATEST SALESMAN IN FREEZER HISTORY!

- Holds as much food as the next 3 freezer doors combined!
- The only freezer door with Automatic Food Service—Automatic Inventory Control—Adjustable Food Holders!
- "Lift-off" Door — Simplifies installation, saves time, cuts costs!

Hover's the greatest selling "line" of all...e

Amana "stor-mor" FREEZERS
are Guaranteed to Outperform All Others!"

The only freezer with 6 fast freezing surfaces, which freeze foods faster and maintain "even zero" temperature . . . at less cost!

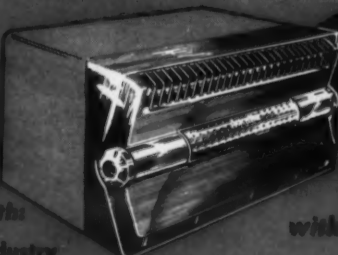
Amana Offers You Greater Profits!

- Full mark-up and trouble-free service give you greater net profit!
- Sales volume is greater because Amana offers more of the features customers want!

and... Amaza brings this business to your door with:
The biggest, continuing advertising campaign in the industry

plus, the most aggressive and complete promotions

Now another Amana profit maker



Amana

Year Round

ROOM AIR CONDITIONERS

with the spectacular "WALL of SILENCE!"

Write your own success story with the most profitable franchise in the industry. For all the profit-packed Amana facts—WIRE or PHONE, Today—or WRITE to





AIR CONDITIONERS

'Mystery Shopper' Checks International Covers Seller's Room Unit Story 'Cover' 1954 Models

NEW YORK CITY—A current promotional program gives New York Fedders air conditioner dealers a chance to win "a bundle of money" from a mystery shopper and an all-expense, seven-day trip to Nassau for two.

L. & P. Electric Co., distributor, has advised dealers that a mystery shopper will be around "with a bundle of money to give you." However, to be eligible for the cash (\$5 on the shopper's first visit and \$10 on subsequent visits), the dealer must first do these four things:

Display Fedders prominently; praise the unit; point out its exclusive features (Weather Bureau; comfort circle grille; twin filters; and twin evaporators); and hand the mystery shopper a piece of Fedders literature.

Winning the cash makes dealers eligible to win one of seven grand prizes, the first being the trip to Nassau for two. Second and third prizes are trips to Nassau for one. Other prizes are \$50 and \$25 bonds.

NEW YORK CITY—International Covers, Inc. announced recently that its new line of air conditioner covers for this year has been expanded to accommodate the new 1954 air conditioners.

The company said its line includes a cover for every air conditioner on the market.

A new catalog is now available from the company, located at 39 Great Jones St., New York 12, N. Y.

Air Conditioning Contractors In Columbus, Ga. Form Group

COLUMBUS, Ga.—The Air Conditioning Contractors Association of Columbus was organized here recently by seven firms. They are Columbus Lumber & Supply Co., Spencer Equipment Co., Smith-Raymond Co., J. A. Geiger Refrigeration & Air Conditioning Co., Condition Air Co., Columbus Iron Works, and Gas Light Co. of Columbus.

Triple Threat Promotion

Fan Trade-In Allowance, Free Installation, Rental Plan Promote Room Units

BUFFALO—Trade-in allowances on old fans, free installation, and purchase on a rental basis were offered by Delgato's in a promotion on Hotpoint air conditioners.

Nick Delgato, proprietor, reported that the promotion resulted in "several good leads" and "quite a few inquiries," although initial sales results were not heavy.

The advertisement launching the event was captioned: "Enjoy Air Conditioned Comfort All Year 'Round. Buy It On A Rental Basis As Low As \$10 Monthly."

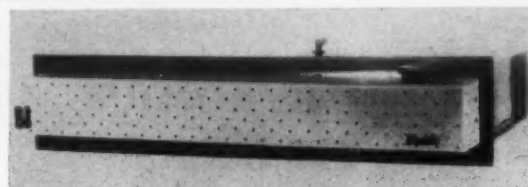
Delgato's invited customers to trade in their old fan on the new Hotpoint unit, getting "up to \$56" allowance. The store offered to make a free installation of the unit during this sale.

It said the customer could save "as much as \$100 between your old fan and installation charges."

The promotion was aimed primarily at homeowners, copy reading:

"You work in an air conditioned office. Let mother work in an air conditioned home."

Backing up the ad was a store display of air conditioners in action.



Room Air Conditioner Booster offered by John J. White, Inc.

'Booster' Device for Room Conditioners Installs Easily, Needs Little Maintenance

NEWARK, N. J.—Known as a Booster, a device designed to maintain condensate in a window air conditioner at a predetermined level and thus insure maximum efficiency of the condenser, has been introduced by John J. White, Inc. here.

In addition, the Booster will automatically add water to the condensate pan when it is dry. Operating with a wet condenser, the company claims, reduces power consumption and increases effectiveness of the air conditioner.

Device consists of an enclosed water pan which mounts on top of the window unit. A narrow section which extends into the room side has a filler cap and a feed control valve. The device is filled with water manually.

Flow of water from the Booster is controlled by an air line extending from the Booster into the condensate pan.

If thorough saturation of the condenser is desired so that the air conditioner can operate satisfactorily above outside design conditions, the manufacturer recommends that the air valve in the Booster fill cap be cracked. Spillover from the condensate pan can be prevented by changing the setting of the feed valve to reduce the water flow to the pan.

The manufacturer cautions that the pitch of the air conditioner to the outside is critical if a Booster is used. Average unit requires a 1/4-in. pitch to the outside to insure flow of condensate from the cooling coil to the slinger.

I-H Promotes Room Units On CBS-TV Morning Show

CHICAGO—Network television is being used by International Harvester Co. for the promotion of room air conditioners, it was announced here recently.

Beginning Wednesday, May 12, the company is sponsoring portions of the Wednesday and Friday broadcasts of The Morning Show, new CBS-TV network show that is telecast from 7 to 9 a.m. International Harvester participation will continue through the peak of the air conditioner season, according to company spokesmen.

The network carrying the I-H portion of the show consists of 51 stations.

The Morning Show is a news-variety show featuring Walter Cronkite as "anchor" man, Charles Collingwood as newscaster, and Baird puppets and marionettes for a humorous touch, and Carol Reed as the "weather girl."

Promotional material to tie in with this television advertising now is available to I-H air conditioner dealers in the markets carrying the program. This material includes store posters, tie-in ads, and TV film spot commercials.

In addition to the television campaign, a concentrated print campaign for International Harvester air conditioners already is under way.

Des Moines Firm Chosen As Deepfreeze Distributor

NORTH CHICAGO, Ill.—Mid-State Distributing Co., Des Moines, has been franchised as distributor for Deepfreeze Appliance Div., Motor Products Corp., according to L. R. Walker, the manufacturer's manager of field sales.

Mid-State will serve 58 counties in Iowa, excluding those in the vicinity of Davenport and Sioux City. Executives of the firm include Samuel Silverman, president, and Jack M. Silverman, vice president and sales manager.

ATTENTION Servicemen!

Refrigeration and air conditioning units rebuilt. . . We specialize in Coldspot and other domestic and small commercial open and hermetic pumps. . . Complete machine-shop facilities.

Engineering Research Associates, Inc.
3475 East Nine-Mile Road
Hazel Park, Mich., Slocum 7-0026

Philco First-Quarter Sales Drop 12% from Last Year

PHILADELPHIA—Sales of Philco Corp. in the first quarter of 1954 totaled \$113,777,000 as compared with \$129,058,000 in the same period a year ago, a decline of 12%, it was announced recently by William Balderston, president.

Earnings after income taxes in the first three months of 1954 were \$2,438,000 or 62 cents per share of common stock on the 3,771,640 shares now outstanding.

In the corresponding period last year, earnings after income and excess profits taxes were \$3,401,000 or 88 cents per share.

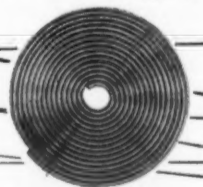
Cleveland Firm Distributes Remington In Northern Ohio

AUBURN, N. Y.—The appointment of Unit Air Conditioners, Inc., Cleveland, as distributor for Remington window and console room air conditioners has been announced here by Carl Zauner, Remington western field manager.

The firm will distribute Remington units throughout 39 counties of northern Ohio. Immediate promotion plans, according to Perry E. Davis, United Air Conditioners, Inc. general sales manager, include multi-dealer newspaper advertising and radio spots.

VIKING

a sign of strength



Viking copper tube is annealed with precision uniformly insuring speedy, efficient, trouble-free fabrication and strength.



Triple-sealed Viking tube remains extremely dry and absolutely free of dirt. The seal is made to pass through any opening large enough for the tube itself.



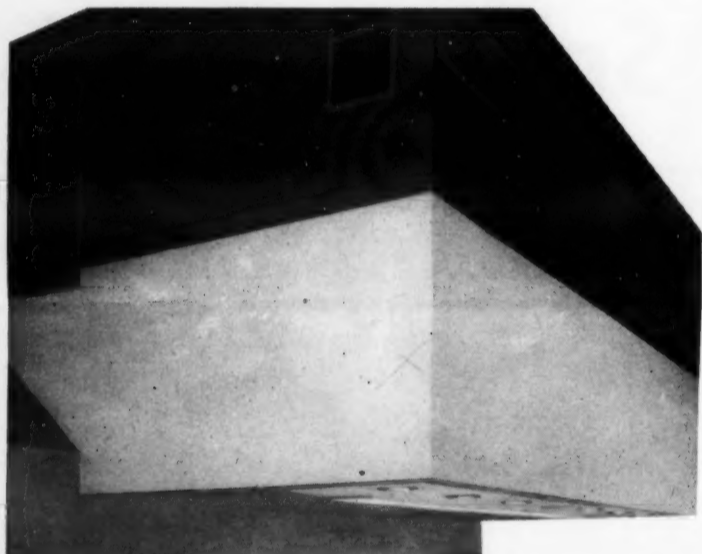
Viking refrigeration tubing is soft and pliable—can be formed, flared and expanded quickly without danger of fracturing and splitting.



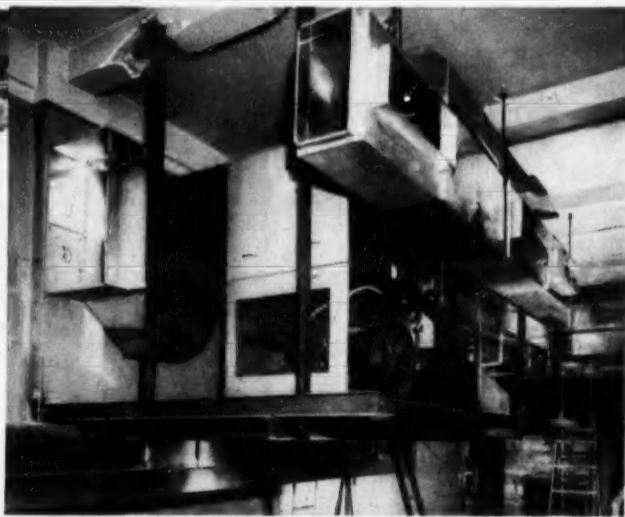
VIKING

copper tube co.
CLEVELAND 18, OHIO

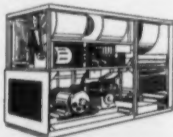
PRECISION DRAWN SEAMLESS
COPPER AND ALUMINUM TUBING



ABOVE: Completed installation blends beautifully with all over architectural plan of Lewis Pharmacy.



RIGHT: Picture of installation in progress shows RK-15 unit suspended from ceiling, to be housed in steel framework.



When Lewis Pharmacy, New York soda fountain-luncheonette, decided to install an air conditioning system, their major problem was lack of floor space. The problem was solved by the installation of a usAIRco RK-15 (Refrigerated Cooler-aire, 15 H.P.). Instead of the conventional floor type installation, this central station package unit was suspended from the ceiling in a steel-framed enclosure above and behind the counter.

The enclosure is oversized to provide room for service and to accommodate an exhaust blower to remove cooking odors from below. The installation blends attrac-

tively with the interior decorating plan of the pharmacy. Imperial Equipment Corporation engineered and installed the system for the Lewis Pharmacy.

The usAIRco RK-15 combines all the elements of space-consuming built-up systems into one neat package. Air conditioner, compressor and evaporative condenser are combined in this single operating unit. Delivered ready for immediate installation, only 3 connections are necessary: to ducts, water supply and drain, and power supply.

United States Air Conditioning Corporation manufactures RK in 11 sizes, from 3 to 60 H.P. capacity, to fit any air conditioning requirement.

For Descriptive Literature on RKs Write Dept. AC54

UNITED STATES AIR CONDITIONING CORPORATION
MINNEAPOLIS 14, MINNESOTA

usAIRco
EVERYTHING IN AIR CONDITIONING

Wilson Zero-Safe

Wilson Refrigeration, Inc., Smyrna, Dela.

Model No.	AFC-150	AFC-200	AFC-240	AF-150	AF-200	AF-250
Chest or upright type	Chest	Chest	Chest	Upright	Upright	Upright

DIMENSIONS (In Inches)

Interior: Height	30 3/4	30 3/4	30 3/4	48 3/4	48 3/4	49 3/4
Width	31 1/4	42 1/4	54	31	34 1/4	38 3/4
Depth	21 1/4	21 1/4	21 1/4	18	21 1/4	23
Exterior: Height	38 3/4	38 3/4	38 3/4	69 3/4	69 3/4	70 1/4
Width	54	65 1/4	76 3/4	37 1/4	41	45
Depth	31 1/4	31 1/4	31 1/4	27 1/4	30 3/4	32 1/4

CAPACITY (In Cu. Ft.)

Total	15.24	19.61	23.53	15.68	20.60	25.22
Freezing compartment(s)	2.96	2.96	2.96	4.18	5.50	7.05

INTERIOR EQUIPMENT

Partitions (No.)	2	2	2
Shelves (No.)	3	3	3
Door or lid shelves (No.)	1	1	1
Baskets (No.)	2	2	3
Light	Yes	Yes	Yes	No	No	No
Non-refrigerated storage	No	No	No	Yes	Yes	Yes

INSULATION

Kind	High Density Fiberglass					
Thickness: (In Inches)						
Top	3 3/4	3 3/4	3 3/4	3 3/4	3 3/4	3 3/4
Sides	3 3/4	3 3/4	3 3/4	3 3/4	3 3/4	3 3/4
Bottom	3 3/4	3 3/4	3 3/4	3 3/4	3 3/4	3 3/4
Door (upright models)	3 3/4	3 3/4	3 3/4

LIDS OR DOORS

Outer doors or lids (No.)	1	1	2	1	1	1
Inner doors (No.)	1	1	1
Provision for locking?	Yes	Yes	Yes	Yes	Yes	Yes

WEIGHT (Lbs.)

Shipping	408	475	550	540	590	650
Total sq. ft. refrigerated surface	24.82	29.36	34.00	25.27	33.53	40.53

REFRIGERATION EQUIPMENT

Cooling method.....Models AFC-150, AFC-200, and AFC-240, wrap around; all others, refrigerated shelves

Compressor:

Make.....Models AFC-200 and AFC-250, Nash-Kelvinator; all others, Tecumseh

Sealed.....Yes

Location in cabinet.....Bottom

Refrigerant.....Models AFC-150, AFC-200, and AFC-240, "Freon-12"; all others, "Freon-22"

Make of control.....Ranco

Accessible for user adjustment.....Yes

Location.....Exterior bottom on chests; uprights, interior top

Condenser: Type

Finned.....Models AFC-240, AF-200,

and AF-250

Stack.....Models AFC-150, AFC-200,

and AF-150

Forced convection.....Models AFC-240,

AF-200, and AF-250

Natural convection.....Models AFC-

150, AFC-200, and AF-150

Warning device:

Light.....Yes

Anti-sweat provisions around

freezer opening.....On models AFC-

240, AF-150, AF-200, and AF-250

CONSTRUCTION AND FINISH OF

Cabinet.....Welded steel, Dulux

refrigerator enamel

Interior liner.....Models AFC-150,

AFC-200, AFC-240, aluminum;

all other models, Bonderized steel

Refrigerated shelves or

plates.....Aluminum

PROTECTION PLAN

Warranty.....1-year guarantee on en-

tire freezer, 4 years additional

warranty on compressor

Food insurance.....Optional

SPECIAL FEATURES

Upright freezers have easily remov-

able retaining bars across lower half

of shelves, keeps packages in, allows

full storage on every shelf, convenient

tilt-out "Handibin" for storage of

wrapping materials is removable for

access to condensing unit. Three

handy fruit juice pockets in door pro-

vide additional storage. Locking-type

hardware on all freezers.

Home Freezer Specifications**Norge**

Norge Div., Borg-Warner Corp., Chicago, Ill.

Model No.	VHF-1200	VFF-200	HF-153	HF-233
Chest or upright type	Upright	Upright	Chest	Chest

DIMENSIONS (In Inches)

Interior: Height	48 3/4	40 3/4	28 3/4	28 3/4
Width	24 3/4	49 3/4	52 3/4	76 3/4
Depth	17 1/4	17 3/4	20 3/4	20 3/4
Exterior: Height	61 3/4	57 3/4	36 3/4	36 3/4
Width	30 3/4	55 3/4	60 3/4	84 3/4
Depth	28 3/4	26 3/4	28 3/4	28 3/4

CAPACITY (In Cu. Ft.)

Total	12.1	19.15	15.1	23.4
Freezing compartment(s)	3.0	3.0

INTERIOR EQUIPMENT

Partitions (No.)	3	5
Shelves (No.)	5	7
Slide-out shelves (No.)	1	2
Door or lid shelves (No.)	5
Baskets (No.)	1	2	3	4
Special racks or service trays (No.)	1	1	1
Light	No	No	Yes	Yes

INSULATION

Kind	Fiberglass			
Thickness: (In Inches)				
Top	3	3	3 1/4	3 1/4
Sides	3	3	4	4
Bottom	3	4	4	4
Door (upright models)	3	3

LIDS OR DOORS

Outer doors or lids (No.)	1	2	1	2
Provision for locking?	Yes	Yes	Yes	Yes

WEIGHT (Lbs.)

Net	315	450	305	390
Shipping	385	560	425	560

PRICE, suggested retail \$399.95 \$699.95 \$489.95 \$659.95

REFRIGERATION EQUIPMENT

Cooling method.....Models VHF-1200 and VFF-200, refrigerated shelves

Wrap around.....Models HF-153 and HF-233

Compressor:

Make.....Tecumseh

Sealed.....Yes

Location in cabinet.....Base

Slide out.....Yes

Refrigerant.....Model VFF-200, "Freon-22"; all other models, "Freon-12"

Make of control.....Models VHF-

1200 and VFF-200, Cutler-Hammer;

models HF-153 and HF-233, Ranco

Accessible for user

adjustment?.....Yes

Location.....Models VHF-1200 and

VFF-200, front top; other

models, front bottom

Condenser: Type

Finned.....Models VHF-1200

and VFF-200

Wrap around.....Models HF-153

and HF-233

Forced convection.....Models VHF-

1200 and VFF-200

Natural convection.....Models

HF-153 and HF-233

Warning device:

Light.....Models VHF-1200,

HF-153, and HF-233.

Anti-sweat provisions around

freezer opening.....Models VHF-

1200, VFF-200, and HF-233

CONSTRUCTION AND FINISH OF

Cabinet.....Steel, Norgloss Bonder-

ized and enameled

Interior liner.....Models VHF-1200

and VFF-200, porcelain on steel;

HF-153 and HF-233, aluminum

PROTECTION PLAN

Warranty.....One year on freezer,

additional 4 years on

sealed-in system

Food insurance.....Included

Wanted: Manufacturers' Representatives

Write, wire or 'phone, outlining territory and products presently handled.

TRUE MFG. CO. (See Ad Below)
2905 PINE ST., ST. LOUIS, MISSOURI
JEfferson 5-6700**True**

MODERN COOLERS FOR A MODERN AGE

True Stainless Steel Coolers are of modern streamlined design—beautiful in appearance with the finest refrigeration money can buy. True also manufactures a complete line of baked enameled coolers, both self-contained and remote.

True Features...

- (1) Streamlined cabinet design to withstand high humidity and salt air*.
- (2) Fingertip touch roll-back doors.
- (3) Self-contained models that eliminate expensive installation costs.
- (4) Maximum bottle capacity for floor space used.

*True sales in Puerto Rico have doubled during the past year because of this important feature. Today they are one of the most sold coolers on the Island.

Model TS-621 Self-Contained, ready to plug-in, 21 case dry cooler with 12 ice cube trays and water stand—Available in sizes up to 10' long.

Write or Call Today for Complete Details.

TRUE MANUFACTURING COMPANY

LUcas 6700

2905 PINE STREET • ST. LOUIS, MISSOURI

Be Sure it has a **CLEANABLE** Condenser

Now that almost all leading manufacturers are recognizing the demand for a cleanability feature in their units—you needn't settle for anything less than a **CLEANABLE** water-cooled condenser. For regardless of water conditions or length of service, you can always count on restoring new-unit efficiency by the simple use of a spiral cleaning tool in these new HM Cleanable models. The tool cleans them *mechanically*—thoroughly removing ALL the corrosive material that accumulates on the water tube interiors. Remember, too, in all sizes, economical performance is now enhanced by low initial purchase cost, made possible by the huge productive capacity at the new Halstead & Mitchell condenser plant.

Seamless Copper Tubes
Brass Headers Machined & BrazedCapacities—1/3 thru 25 H. P.
All Water-cooled, Double tube, Counter-flow

HM

Halstead & Mitchell

Wholesalers in Principal Cities—Write for descriptive literature

OFFICES: BESSEMER BUILDING • PITTSBURGH 22, PA.

Kelvinator & Leonard (American Motors)

American Motors Corp., 14250 Plymouth Rd., Detroit 32, Mich.

Model No.	FR-7S	FR-7D	FR-10D	FR-15D	FR-12V	FR-18V
Kelvinator	FR-7S	FR-7D	FR-10D	FR-15D	FR-12V	FR-18V
Leonard	LFR-7S	LFR-7D	LFR-10D	LFR-15D	LFR-12V	LFR-18V

Chest or upright type... Chest Chest Chest Chest Upright Upright

DIMENSIONS (In Inches)						
Interior: Height	29 1/2	29 1/2	29 1/2	29 1/2	48	52 1/2
Width	31 1/2	31 1/2	38	49 1/2	22 1/2	25 1/2
Depth	15 1/2	15 1/2	19 1/2	19 1/2	22	26
Exterior: Height	36	36	36	36	57	61 1/2
Width	39	39	42 1/2	56 1/2	28 1/2	31 1/2
Depth	25 1/2	25 1/2	29 1/2	29 1/2	31 1/2	35 1/2

CAPACITY (In Cu. Ft.)						
Total	7.0	7.0	10.0	15.0	12.0	18.0
Freezing compartment(s)	1.9	1.9	2.4	2.4

INTERIOR EQUIPMENT

Partitions (No.)	1	1	1	1
Shelves (No.)	3	4
Door or lid shelves (No.)	3	4
Baskets (No.)	...	2	1	1	1 Slide Out	...
Racks, service trays (No.)
Light	No	No	Yes	Yes	No	No
Thermometer	No	Yes	Yes	Yes	No	No
Non-refrigerated storage	No	No	No	No	No	No
Other	1 Adj. Shelf	...

INSULATION

Kind	High Density Fiberglass					
Thickness: (In Inches)						
Top	2 1/2	2 1/2	2 1/2	2 1/2	3 1/2	3 1/2
Sides	3 1/2	3 1/2	3 1/2	3 1/2	2 1/2	2 1/2
Bottom	3 1/2	3 1/2	3 1/2	3 1/2	3 1/2	3 1/2
Door (upright models)	3 1/2	3 1/2

LIDS OR DOORS

Outer doors or lids (No.)	1	1	1	1	1	1
Provision for locking?	Yes	Yes	Yes	Yes	Yes	Yes

WEIGHT (Lbs.)

Net	240	244	288	351	271	331
Shipping	281	288	342	412	310	381

PRICE, suggested retail... \$239.50 \$277.75 \$335.35 \$431.00 \$383.35 \$479.00

REFRIGERATION EQUIPMENT

Cooling method: Wrap around... Models (L)FR-7S, (L)FR-7D, (L)FR-10D, and (L)FR-15D
 Forced convection... Models (L)FR-12V and (L)FR-18V
 Natural convection... Models (L)FR-7S, (L)FR-7D, (L)FR-10D, and (L)FR-15D

Total sq. ft. of refrigerated surface exposed to food compartment... Models (L)FR-7S and (L)FR-7D, 18.0; model (L)FR-10D, 21.0; (L)FR-15D, 27.0; (L)FR-12V, 18.7; (L)FR-18V, 28.0

Compressor: Make... Kelvinator

Sealed... Yes

Location in cabinet... Bottom left on all models except (L)FR-12V and (L)FR-18V which are bottom rear

Slide out... No

Refrigerant... "Freon-12"

Make of control... Ranco

Accessible for user adjustment?... Yes

Location... Models (L)FR-7S and (L)FR-7D, unit compartment; (L)FR-10D and (L)FR-15D, front; (L)FR-12V and (L)FR-18V, door opening, on trim

Condenser: Type

Finned... Models (L)FR-12V and (L)FR-18V

Wrap around... Models (L)FR-7S,

(L)FR-7D, (L)FR-10D,

and (L)FR-15D

Forced convection... Models

(L)FR-12V and (L)FR-18V

Natural convection... Models

(L)FR-7S, (L)FR-7D, (L)FR-10D,

and (L)FR-15D

Warning device:

Light... Models (L)FR-10D and

(L)FR-15D

Buzzer... As accessory on

models (L)FR-7S, (L)FR-7D,

(L)FR-12V, and (L)FR-18V

Anti-sweat provisions around

freezer opening... Yes

CONSTRUCTION AND FINISH OF

Cabinet... Rustproofed steel,

baked white enamel

Interior liner... Galvanized steel,

baked white vinyl enamel on

models (L)FR-7S, (L)FR-7D,

(L)FR-10D, and (L)FR-15D;

porcelain on steel on other models

Refrigerated shelves or

plates... Blue trim on all

models with aluminum on

models (L)FR-12V and (L)FR-18V

PROTECTION PLAN

Warranty... One year plus 4-year

replacement contract on sealed unit

Food insurance... No

Hotpoint

Hotpoint Co., 5600 W. Taylor St., Chicago 44, Ill.

Model No.	4EK105	4EK172	4EK261
Chest or upright type	Chest	Chest	Chest

DIMENSIONS (In Inches)			
Exterior: Height	36 1/2	36 1/2	36 1/2
Width	42	60	84 1/2
Depth	33 1/2	33 1/2	33 1/2

CAPACITY (In Cu. Ft.)			
Total	10	17.2	26.1
Freezing compartment(s) (lbs.)	60	75	120

INTERIOR EQUIPMENT

Partitions (No.)	2	2	2
Baskets (No.)	3	3	5
Special racks or service trays (No.)	1	1	1
Light	Yes	Yes	Yes
Thermometer	Yes	Yes	Yes

INSULATION

Kind	Glass Fiber		
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LIDS OR DOORS

Outer doors or lids (No.)	1	1	2
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Provision for locking?	Yes	Yes	Yes
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WEIGHT (Lbs.)

Shipping	295	390	555
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PRICE, suggested retail... \$386.21 \$484.80 \$678.40

REFRIGERATION EQUIPMENT

Cooling method: Wrap around... Yes

Compressor: Make... Tecumseh

Sealed... Yes

Location in cabinet... Lower right

Slide out... Yes

Refrigerant... "Freon-12"

Condenser: Type

Wrap around... Yes

Warning device:

Buzzer... Yes

Anti-sweat provisions around

freezer opening... Yes

CONSTRUCTION AND FINISH OF

Cabinet... Welded, one piece

Interior liner... Aluminum

PROTECTION PLAN

Warranty... One year on freezer,

4 years on compressor

SPECIAL FEATURES

Capri color on all models.

Home Freezer Specifications**Ben-Hur**

Ben-Hur Mfg. Co., 634 East Keefe Ave., Milwaukee 12, Wis.

Model No.	954	1354	1754	2054	U534	U5418
Chest or upright type	Chest	Chest	Chest	Chest	Upright	Upright

DIMENSIONS (In Inches)

Interior: Height	28	28 1/2	28	28	28 1/2	49 1/2
Width	34	46	57	69	17	29 1/2
Depth	20 1/2	20 1/2	20 1/2	20 1/2	16 1/2	23 1/2
Exterior: Height	36	36	36	36	38 1/2	69 1/2
Width	41	53	64	76	24	36
Depth	27 1/2	27 1/2	27 1/2	27 1/2	28	30 1/2

CAPACITY (In Cu. Ft.)

Total	9.0	13.2	16.8	20.0	4.2	18.0
Freezing compartment(s)	2.2	2.2	2.2	2.2

INTERIOR EQUIPMENT

Partitions (No.)	1	1	1	1
Shelves (No.)	3	6
Door or lid shelves (No.)	3	...
Baskets (No.)	1	2	2	2
Racks or service trays	2	4	4	4	1	1
Light	Yes	Yes	Yes	Yes	No	Yes
Thermometer	No	Yes	Yes	Yes	No	No

INSULATION

Kind	Fiber Glass			Fiber Glass or Rock Wool		
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Thickness: (In Inches)						
Top	3	3	3	3	3 1/2	3 1/2
Sides	3	3	3	3	3 1/2	3 1/2
Bottom	3 1/2	3	3 1/2	3 1/2	4	3 1/2
Door (upright models)	3	3 1/2

LIDS OR DOORS

Outer doors or lids (No.)	1	1	1	1	1	1
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Provision for locking?	Yes	Yes	Yes	Yes	No	Yes
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WEIGHT (Lbs.)

Net	277	340	367	438	185	491
Shipping	340	415	464	557	210	581

REFRIGERATION EQUIPMENT

Cooling method... Model U5418, coiled shelves; other models, wrap around

Total sq. ft. of refrigerated surface exposed to food compartment... Model 954, 23; model 1354, 29.7; model 1754, 35.2; model 2054, 41.5; U534, 11; U5418, 38

Compressor:

Make... Tecumseh

Seal... Yes

Location in cabinet... Model U534,

bottom back; model U5418,

bottom; all other models, lower

right part of cabinet

Refrigerant... Models 1754, 2054,

and U5418, "Freon-22"; all

other models, "Freon-12"

Make of control... Ranco

Accessible for user

adjustment?... Yes

Location... Model 954, side;

model U534, inside front; all

other models, front

Condenser: Type

Wrap around... Models 954, 1354,

1754, 2054, and U5418

Stack... Model U534

Natural convection... Yes

Anti-sweat provisions around

freezer opening... Yes

CONSTRUCTION AND FINISH OF

Cabinet... All steel, Bonderized,

and two coats white enamel

Interior liner... All steel, Bonderized,

and two coats blue enamel

except model U5418 which has

white enamel

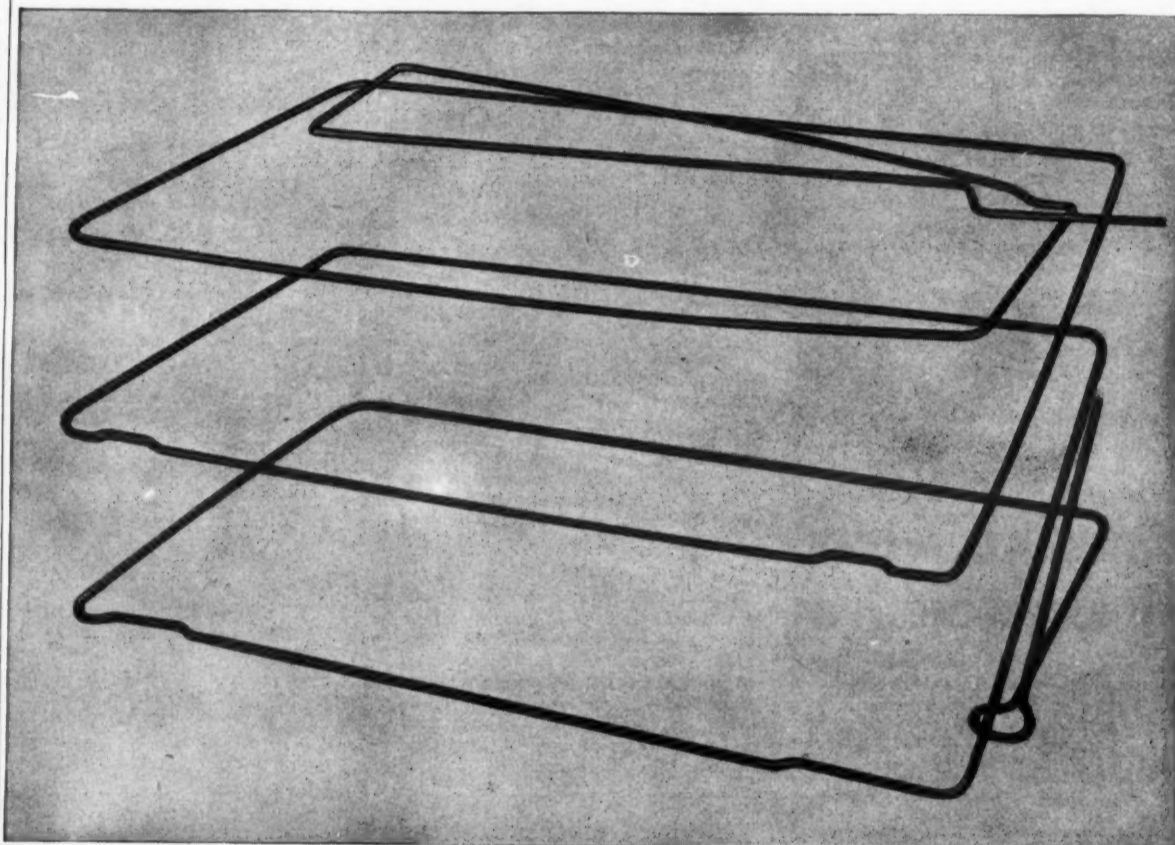
Refrigerated shelves or

plates... Model U5418, steel

zinc dip and paint

PROTECTION PLAN

Warranty... One year



The 1/4" O.D., anti-sweat home-freezer coil, shown above, requires 39 bends in its 40' length of Bundyweld; can be fabricated on a single fixture in a matter of seconds. Manufacturers have found that Bundyweld takes easily to complicated fabrication steps such as this.

Skip the trial-and-error process--change to Bundyweld now!

**WHY BUNDYWELD IS BETTER TUBING**

Bundyweld starts as a single strip of copper-clad steel. Then it's...



continuously rolled twice around laterally into a tube of uniform thickness, and



passed through a furnace. Copper coating fuses with steel. Result...



Bundyweld, double-walled and brazed through 360° of wall contact.



NOTE the exclusive Bundy-developed beveled edges, which afford a smoother joint, absence of bead and less chance for any leakage.

Westinghouse

Westinghouse Electric Corp., Mansfield, Ohio

Model No.	UFG-85	UFG-120	UFE-180
Chest or upright type	Upright	Upright	Upright

DIMENSIONS (In Inches)

Interior: Height	41 1/2	49 1/2	46 1/2
Width	21 1/2	25 1/2	29
Depth	17 1/2	17 1/2	23 1/2
Exterior: Height	57 1/2	65 1/2	67 1/2
Width	28	32	36
Depth	29 1/2	29 1/2	31

CAPACITY (In Cu. Ft.)

Total	8.5	12.0	18.0
Freezing compartment(s)	2.5	2.57

INTERIOR EQUIPMENT

Shelves (No.)	3	4	4
Slide-out shelves (No.)	1	1
Special racks or service trays (No.)	1	1	1
Drawers (No.)	1	1

INSULATION

Kind	Fiberglass or Mineral Wool		
Thickness: (In Inches)			
Top	4 1/2	4 1/2	3 1/2
Sides	3 1/2	3 1/2	3 1/2
Bottom	3 1/2	3 1/2	3 1/2
Door (upright models)	3	3	2 1/2

LIDS OR DOORS

Outer doors or lids (No.)	1	1	1
Inner doors (No.)	3	4	8
Provision for locking?	Yes	Yes	Yes

WEIGHT (Lbs.)

Net	299	363	445
Shipping	350	402	520

PRICE, suggested retail \$354.33 \$440.50 \$578.89

REFRIGERATION EQUIPMENT

Cooling method:	Other	Quick freeze evaporator shelf on models UFG-85 and UFG-120	
Wrap around	Yes		

Total sq. ft. of refrigerated surface exposed to food compartment.....Model UFG-85, 11.2; UFG-120, 15.1; UFE-180, 33.5

Compressor: Make.....Westinghouse Sealed.....Yes Location in cabinet.....Base Refrigerant....."Freon-12" Make of control.....UFE-180, Cutler-Hammer; others models, Westinghouse

Accessible for user adjustment.....Yes Location.....UFE-180, top of lower front panel; other models, top breaker strip

Condenser: Type

Finned.....Model UFE-180 Stack.....Models UFG-85 and UFG-120

Forced convection.....Yes

Warning device:

Light.....Yes

Anti-sweat provisions around

freezer opening.....Yes

CONSTRUCTION AND FINISH OF

Cabinet.....Baked on enamel finish Interior liner.....Model UFE-180, baked on enamel finish; other models, porcelain enamel

Refrigerated shelves or plates.....Models UFG-85 and UFG-120, anodized aluminum

PROTECTION PLAN

Warranty.....1 year on cabinet—5 years on sealed unit

SPECIAL FEATURES

Freeze-File Food Inventory, drop down locker doors on UFG-85 and UFG-120.

Frigidaire

Frigidaire Div., General Motors Corp., 300 Taylor St., Dayton 1, Ohio

Model No.	HR-92	HR-132	HM-180	VFT-125
Chest or upright type	Chest	Chest	Chest	Upright

DIMENSIONS (In Inches)

Interior: Height	23	23	23 1/2	47
Width	44 1/2	61 1/2	73 1/2	25
Depth	17 1/2	17 1/2	17 1/2	18 1/2
Exterior: Height	36	36	35 1/2	65 1/2
Width	53 1/2	70 1/2	92 1/2	33 1/2
Depth	30 1/2	30 1/2	30 1/2	32 1/2

CAPACITY (In Cu. Ft.)

Total	9.2	13.2	18.0	12.5
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INTERIOR EQUIPMENT

Partitions (No.)	2	2
Shelves (No.)	1	4
Slide-out shelves (No.)	1
Door or lid shelves (No.)	4
Baskets (No.)	2	2	2	1
Special racks or service trays (No.)	2
Light	Yes	Yes	Yes (2)	Yes

INSULATION

Kind	Fibrous Glass			
Thickness: (In Inches)				
Top	5	5	3	3 1/2
Sides	4	4	4	3 1/2
Bottom	4	4	4	5 1/2
Door (upright models) (approx.)	4

LIDS OR DOORS

Outer doors or lids (No.)	1	1	2	1
Inner doors (No.)	3
Provision for locking?	Yes	Yes	Yes	Yes

WEIGHT (Lbs.)

Net	320	392	515	400
Shipping	380	480	620	465

PRICE, suggested retail \$324.95 \$381.95 \$505.95 *\$410.95 †\$448.95

*Dulux finish. †Porcelain finish.

REFRIGERATION EQUIPMENT

Cooling method: Wrap around.....Models HR-92, HR-132, HM-180; model VFT-125 partial Other.....Model VFT-125, 3 refrigerated shelves

Total sq. ft. of refrigerated surface exposed to food compartment.....Model HR-92, 20.0; model HR-132, 25.4; HM-180, 39; model VFT-125, 8.3

Compressor:

Make.....Frigidaire Sealed.....Yes

Location in cabinet.....Models

HR-92 and HR-132, lower right; model HM-180, right end of cabinet; model VFT-125, bottom

Refrigerant....."Freon-12"

Make of control.....Frigidaire

Accessible for user adjustment?.....Yes

Location.....Models HR-92 and

HR-132, lower right corner; HM-180, machine compartment behind removable panel; VFT-125, bottom at cabinet front

Condenser: Type

Finned.....Model VFT-125

*Forced convection.....Models HR-92, HR-132, and HM-180

Natural convection.....Model VFT-125

*Condenser tubing attached to cabinet bottom.

Warning device:

Light.....Yes

Anti-sweat provisions around

freezer opening.....Models HM-180 and VFT-125

CONSTRUCTION AND FINISH OF

Cabinet.....Model VFT-125, white, green, or yellow Dulux or porcelain on steel; other models Dulux on steel

Interior liner.....Model VFT-125, aluminum; other models, baked lacquer on galvanized steel

Refrigerated shelves or plates.....Model VFT-125, anodized aluminum; other models, galvanized steel

PROTECTION PLAN

Warranty.....Five years

Food insurance.....Optional

SPECIAL FEATURES

Upright VFT-125 is available with right or left opening door at no extra cost. Exterior available in Stratford yellow, Sherwood green, or white. Slight extra charge for color. All white models have full-color styled interior. Frozen juice can rack on door, Food File index on door, Pastry Storage Rack, and Rolling Basket Drawer.

Jordan

Jordan Sales Co., 7900 Tabor Rd., Philadelphia 11, Pa.

Model No.	J-12	J-16	J-22	CF-30 Deluxe
Chest or upright type	Upright	Upright	Upright	Upright

DIMENSIONS (In Inches)

Interior: Height	44	46 1/2	49 1/2	49 1/2
Width	21 1/2	29	46 1/2	46 1/2
Depth	20 1/2	17 1/2	19 1/2	19 1/2
Exterior: Height	60	68 1/2	71 1/2	71 1/2
Width	28	36 1/2	41	54
Depth	28 1/2	28 1/2	30 1/2	30 1/2

CAPACITY (In Cu. Ft.)

Total	11.4	16	21.51	28.26
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INTERIOR EQUIPMENT

Special racks or service trays	No	Floor Rack		
Non-refrigerated storage	No	Yes	Yes	Yes

INSULATION

Kind	Microlite			
Thickness: (In Inches)				
Top	3	4	4	4
Sides	3	3 1/2	3 1/2	4
Bottom	3	4	4	4
Door (upright models)	3	4 1/2	4 1/2	5

LIDS OR DOORS

Provision for locking?	No	Yes	Yes	Yes
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WEIGHT (Lbs.)

Net	310	400	430	545
Shipping	345	440	465	580

PRICE, suggested retail \$499.50 \$549.50 \$749.50 \$878.00

REFRIGERATION EQUIPMENT

Cooling method.....Freezer plate

Compressor:

Make.....Tecumseh

Sealed.....Yes

Location in cabinet.....Bottom

Slide out.....Yes

Refrigerant....."Freon-22"

Make of control.....Ranco

Accessible for user adjustment?.....Yes

Location.....Bottom

Condenser: Type

Finned.....Yes

Forced convection.....Yes

Warning device:

Light.....On models J-16, J-22,

and CF-30 Deluxe

Anti-Sweat provisions around

freezer opening.....Yes

CONSTRUCTION AND FINISH OF

Cabinet.....White hi-baked

enamel on J-12; anodized

aluminum on all others

Interior liner.....Aluminum

PROTECTION PLAN

Warranty.....Standard 1-year,

additional 4 years on sealed unit

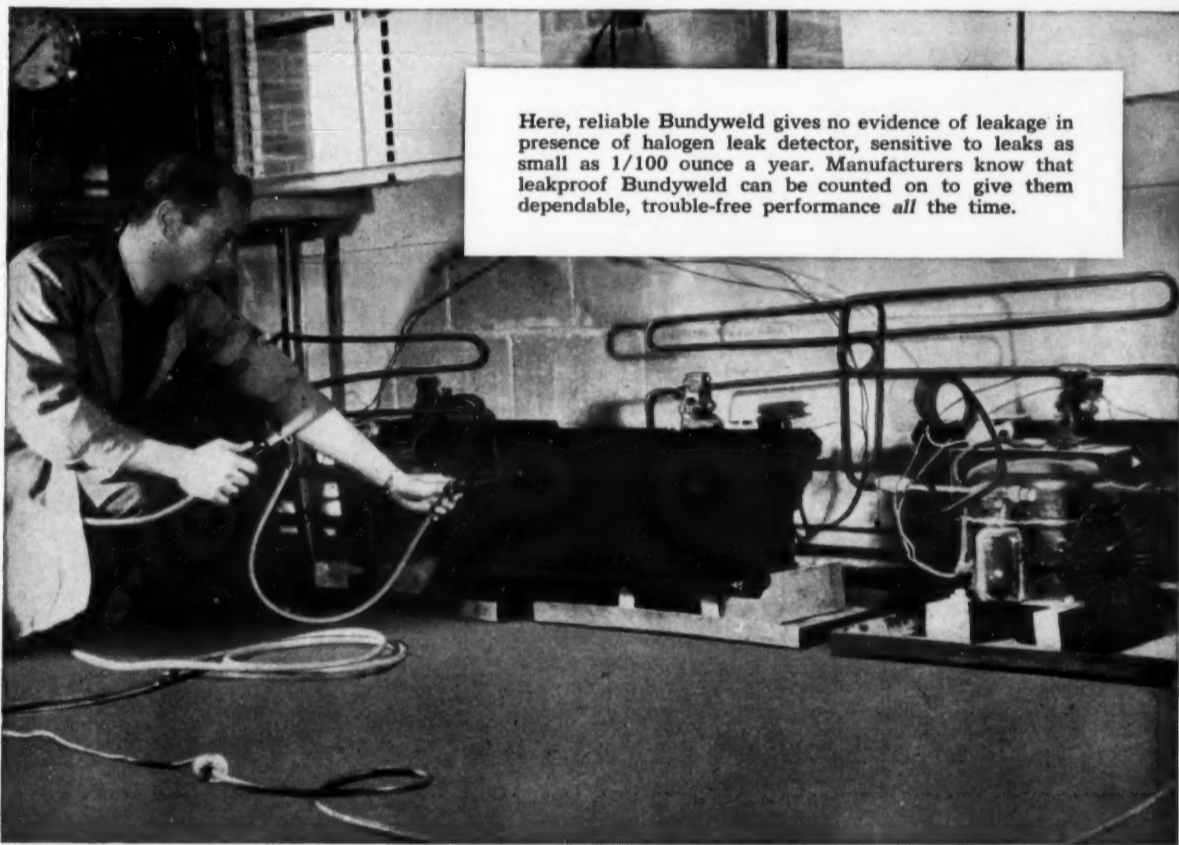
Food insurance.....Two years

SPECIAL FEATURES

Seal-O-Matic door, gold-tone trim,

pin-hinge lift-off door, Ice-Artic blue

interior on door and throat liner.



Here, reliable Bundyweld gives no evidence of leakage in presence of halogen leak detector, sensitive to leaks as small as 1/100 ounce a year. Manufacturers know that leakproof Bundyweld can be counted on to give them dependable, trouble-free performance all the time.

Maybe you've found a tubing that's somewhat reliable for your evaporators, condensers, compressors, other refrigeration needs—except that it has a mind of its own during fabrication.

Or, perhaps you've dug up a tubing that handles fairly easily—but you can't count on it for reliable performance.

You're still looking for the right tubing.

We suggest that your search for a more reliable, easily fabricated tubing will eventually lead you to Bundyweld. Reason: It has been the refrigeration industry's standard of

dependability for 20 years.

Why not skip the trial-and-error process—wasted time, delivery delays, expensive research, possible damage to your product reputation. Why not measure Bundyweld against your needs right now.

Bundyweld is leakproof by test; thinner-walled yet stronger; has high thermal conductivity; takes easily to standard protective coatings. Whatever way you attach tubing—weld, braze, or mechanical clinch—Bundyweld sticks to your supporting member solidly, for keeps.

In addition, Bundy offers

you unexcelled fabrication facilities; expert engineering services; custom-packaging of orders; prompt, on-schedule deliveries. Whether you fabricate your own parts or want us to do the job, we're equipped to handle your order—exactly to your satisfaction.

Why not turn your tubing headaches over to our staff of engineering experts now. They specialize in solving tricky problems, look forward to helping you with yours. Call, write or wire us for information or for help with your problem.

BUNDY TUBING COMPANY
DETROIT 14, MICHIGAN

BUNDYWELD TUBING

DOUBLE-WALLED FROM A SINGLE STRIP

Bundy Tubing Distributors and Representatives: Bridgeport, Conn.: Korhumi Steel & Aluminum Co., 117 E. Washington St. • Cambridge 42, Mass.: Austin-Hastings Co., Inc., 226 Binney St. • Chattanooga 2, Tenn.: Peirson-Deakins Co., 823-824 Chattanooga Bank Bldg. • Chicago 32, Ill.: Lapham-Hickey Co., 3333 W. 47th Place • Elizabeth, New Jersey: A. B. Murray Co., Inc., Post Office Box 476 • Los Angeles 58, Calif.: Tubestals, 5400 Alcoa Ave. • Philadelphia 3, Penn.: Ruton & Co., 1717 Sansom St. • San Francisco 10, Calif.: Pacific Metals Co., Ltd., 3100 19th St. • Seattle 4, Wash.: Eagle Metals Co., 4755 First Ave., South • Toronto 5, Ontario, Canada: Alloy Metal Sales, Ltd., 181 Fleet St., East. Bundyweld nickel and Monel tubing are sold by distributors of nickel and nickel alloys in principal cities.

International Harvester

International Harvester Co., 180 No. Michigan Ave., Chicago 1, Ill.

Model No.	M-7	M-12	M-16	M-20	LV-9	LV-15	LV-19
Chest or upright type	Chest	Chest	Chest	Chest	Upright	Upright	Upright
DIMENSIONS (In Inches)							
Interior: Height	19½	27	27	27	42¼	49½	52
Width	35	45¼	58½	71½	22½	23	29
Depth	18	19½	19½	19½	16½	22	21½
Exterior: Height	36	37	37	37	59½	68½	72¼
Width	44	52½	65½	78½	29	29½	36½
Depth	27	26½	26½	26½	29	29½	30
CAPACITY (In Cu. Ft.)							
Total	7.0	12.0	16.0	20.0	8.7	14.7	18.9
INTERIOR EQUIPMENT							
Partitions (No.)	1	2	3	3
Shelves (No.)	3	4	4
Slide-out shelves (No.)	1	1
Door or lid shelves (No.)	2	2	2	2	4	4
Baskets (No.)	1	2	3	4
Special racks or service trays (No.)	2	3	4
Drawers (No.)	2	3	4
Light	Yes	Yes	Yes	Yes	Yes	Yes	Yes
INSULATION							
Kind	High Density—Glass Fiber—All Models						
Thickness: (In Inches)							
Top	2¼	3	3	3	3¼	3	3½
Sides	4¼	3¼	3¼	3¼	3¼	3	3½
Bottom	4¼	3¼	3¼	3¼	3¼	3	3½
Door (upright models)	3¼	3½	3½
LIDS OR DOORS							
Outer doors or lids (No.)	1	1	1	1	1	1	1
Provision for locking?	Opt.	Yes	Yes	Yes	No	Yes	Yes
WEIGHT (Lbs.)							
Net	287	366	437	460	298	390	451
Shipping	343	446	538	560	366	445	531
PRICE, suggested retail	\$277.45	\$401.75	\$497.30	\$573.70	\$353.90	\$497.20	\$592.65

REFRIGERATION EQUIPMENT		Location in cabinet.....Base	Anti-sweat provisions around
Cooling method.....Chest models,		Refrigerant....."Freon-22"	freezer opening.....On upright
wrap around; upright models,		Make of control.....Ranco	models
grid-type shelves		Accessible for user	
Total sq. ft. of refrigerated		adjustment?.....Pre-set control,	CONSTRUCTION AND FINISH OF
surface exposed to food		no adjustment necessary	Cabinet.....Steel, baked enamel
compartment.....Model M-7, 17.9;		Condenser: Type	Interior liner.....Steel, baked enamel
model M-12, 26.7; M-16, 34.18;		Finned.....Models LV-15 and LV-19	Refrigerated shelves or
model M-20, 39.57; LV-9, 8.7;		Wrap around.....Models M-7, M-12,	plates.....Upright models, steel,
model LV-15, 12.2; LV-19, 14.9		M-16, M-20, and LV-9	hot dipped galvanized
Compressor:		Natural convection.....Yes	PROTECTION PLAN
Make.....Tecumseh		Warning device:	Warranty.....Five years
Sealed.....Yes		Light.....Yes	Food insurance.....Optional

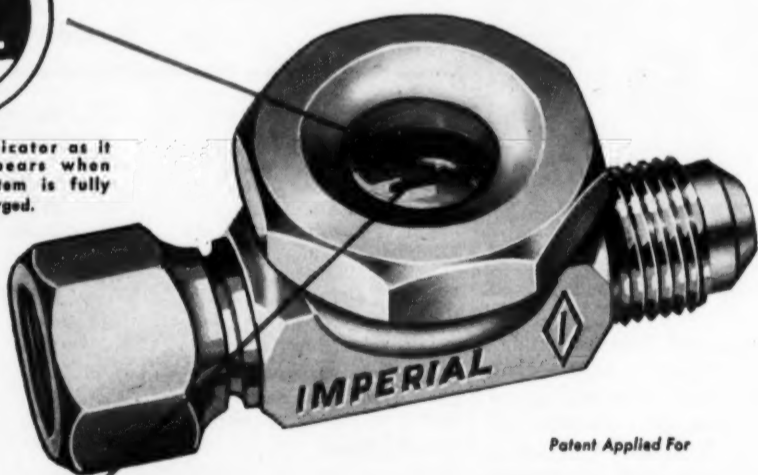
Amana

Amana Refrigeration, Inc., Amana, Iowa

Model No.	80	140	12E	15	19	25B
Chest or upright type....	Chest	Chest	Upright	Upright	Upright	Upright
DIMENSIONS (In Inches)						
Interior: Height	29¾	26¾	47¾	47¾	51½	52¾
Width	29¾	48¾	25	25	29	41
Depth	18¾	18¾	17¾	23¾	23¾	20¾
Exterior: Height	36	36	65¾	65¾	69¾	71
Width	36¾	55¾	32	32	36	49
Depth	29¾	29¾	26¾	30¾	32	30½
CAPACITY (In Cu. Ft.)						
Total	8.0	14.0	11.7	15.4	19.6	25.0
Freezing compartment(s) ..	Not Separate					
INTERIOR EQUIPMENT						
Partitions (No.)	2	3	0	0	0	0
Shelves (No.)	0	0	4	4	4	3
Slide-out shelves (No.) ..	0	0	1	0	0	0
Door or lid shelves (No.) ..	0	0	3	4	4	0
Baskets (No.)	2	4	0	0	0	0
Racks or service trays ..	0	0	0	8	10	0
Light	Yes	Yes	Yes	Yes	Yes	No
Thermometer	Yes	Yes	No	Yes	Yes	Yes
INSULATION						
Kind	Fiberglass					
Thickness: (In Inches)						
Top	1¾	1¾	3¾	3¾	3¾	3¾
Sides	3¾	3¾	3¾	3¾	3¾	3¾
Bottom	3¾	3¾	3¾	3¾	3¾	3¾
Door (upright models)	3¾	3¾	3¾	4¾
LIDS OR DOORS						
Outer doors or lids (No.) ..	1	1	1	1	1	1
Provision for locking?...	Yes	Yes	No	Yes	Yes	Yes
WEIGHT (Lbs.)						
Net	225	325	275	300	360	445
Shipping	260	380	335	360	425	517
REFRIGERATION EQUIPMENT						
Cooling method:	Condenser: Type					
Wrap around...Models 80 and 140;	Finned					
other models, aluminum plates	Forced convection					
Total sq. ft. of refrigerated	Anti-sweat provisions around					
surface exposed to food	freezer opening					
compartment.....Model 80, 18.6;	CONSTRUCTION AND FINISH OF					
model 140, 26.2; 12E, 20.8;	Cabinet.....Model 25B, gray baked					
15, 33.9; 19, 39.6; 25B, 46.8	enamel; all others, white					
Compressor:	baked enamel					
Make	Interior liner.....Models 80 and 140					
Hp. rating.....Model 80, ¾;	hammertone gray; all others					
models 140, 12E, and 15, ¾;	natural aluminum					
models 19 and 25B, ¾	Refrigerated shelves or					
Location in cabinet.....Bottom	plates.....Models 12E, 15, 19, and					
Slide out.....All models slide out	25B, natural aluminum					
except model 25B	PROTECTION PLAN					
Refrigerant	Warranty.....Five years on mechanical					
Make of control	system and one year of cabinet and control					
Accessible for user	Food insurance.....Yes, included					
adjustment?	automatically					
Location.....Models 80 and 140, front;	SPECIAL FEATURES					
all others, bottom front	Stor-Mor door on models 15 and 19					

"It SPELLS OUT the Answer"**NEW****IMPERIAL
"MAGIC-EYE"*****LIQUID INDICATOR****FULL**

Indicator as it appears when system is fully charged.



Patent Applied For

LEAKPROOF... TROUBLE-FREE

When the "Magic Eye" says "FULL" you know the system is fully charged. When the word "FULL" disappears you know there is an insufficient amount of refrigerant in the system.

No squinting or guessing. The Imperial "Magic-Eye" Liquid Indicator SPELLS OUT the answer every time.

Indicator is foolproof, leakproof; built to time-proven design. Husky, forged brass body cannot be distorted in assembly. Heavy glass in port hole has positive seal with confined sealing medium.

LIST PRICES

	Fem. Flare Swivel X Male Flare	Male Flare
No. 271-C ¼" x ¼".....	\$2.75	No. 270-C ¼" x ¼".....\$2.65
No. 271-C ¾" x ¾".....	2.90	No. 270-C ¾" x ¾"..... 2.75
No. 271-C ½" x ½".....	3.25	No. 270-C ½" x ½"..... 3.25

*T.M.

See Your Jobber

THE IMPERIAL BRASS MFG. CO., 534 S. Racine Ave., Chicago 7, Ill.
In Canada: 334 Laurier Ave., Toronto, Ontario**IMPERIAL**FITTINGS • VALVES • DRIERS • FILTERS
FLOATS • CHARGING LINES • TOOLS for
Cutting, Flaring, Bending, Pinch-off, Swedging

General Electric

General Electric Co., Appliance Park, Louisville 1, Ky.

Model No.	HA-7	HC-11	HU-11	HU-15
Chest or upright type	Chest	Chest	Upright	Upright
DIMENSIONS (In Inches)				
Interior: Height	25¾	25¾	47	56
Width	27	40¾	24¾	24¾
Depth	17¾	18¾	14¾	17¾
Exterior: Height	38	38	64¾	70¾
Width	33	48¾	33¾	33¾
Depth	29¾	31¾	29¾	30¾
CAPACITY (In Cu. Ft.)				
Total	7	11.1	11	15
Freezing compartment(s) (sq. ft.)	14.77	20	19.25	22.6
INTERIOR EQUIPMENT				
Partitions (No.)	2
Shelves (No.)	1	4	5
Slide-out shelves (No.)	1	2
Door or lid shelves (No.)	4	3
Baskets (No.)	2	3	2	2
Light	Yes	Yes	Yes
Thermometer	Yes	Yes	Yes	Yes
Juice Dispenser	Yes	Yes
INSULATION				
Kind	Glass Fiber			
Thickness: (In Inches)				
Top	3¾	3¾	3¾	3¾
Sides	3	3¾	3¾	3¾
Bottom	3	3¾	4¾	2¾
Door (upright models)	1¾	1¾
LIDS OR DOORS				
Outer doors or lids (No.)	1	1	1	1
Provision for locking?	Yes	Yes	Yes	Yes
WEIGHT (Lbs.)				
Net	195	265	275	315
Shipping	230	310	320	375
PRICE, suggested retail	None	None	\$382.65	\$498.37

REFRIGERATION EQUIPMENT		top breaker strip
Cooling method.....Models HA-7	Condenser:	
and HC-11, wrap around;	Natural convection.....Yes	
HU-11 and HU-15, refrigerated	Warning device:	
shelves, top and bottom	Light.....Models HA-7 and HU-15	
Total sq. ft. of refrigerated	CONSTRUCTION AND FINISH OF	
surface exposed to food	Cabinet.....Welded Bonderized steel,	
compartment.....Model HA-7, 14.77;	two coats baked enamel	
HC-11, 20; HU-11, 19.25; HU-15, 22.6	Interior liner.....Anodized aluminum	
Compressor:	Refrigerated shelves or	
Make.....G-E	plates.....Anodized aluminum	
Sealed.....Yes	PROTECTION PLAN	
Location in cabinet.....Bottom rear	Warranty.....All parts one year,	
Refrigerant....."Freon-12"	4 additional on sealed system	
Make of control.....G-E	SPECIAL FEATURES	
Accessible for user	Model HU-11, Tilt-Stor shelf, pack-	
adjustment?.....Yes	age stacking shelf; model HU-15, ice	
Location.....Model HA-7, exterior	cream conditioner, Stor-Well, package	
right rear; HC-11, rear breaker	stacking shelf.	
strip; HU-11 and HU-15,		

THERE'S NOTHING LIKE THE NEW NORGE FREEZER AT ANY PRICE!



NORGE SCORES AGAIN WITH ANOTHER FIRST WITH MORE FEATURES AT AN UNBEATABLE PRICE!

More cold than you'll ever need! As low as 52° below freezing! Norge's exclusive Jet-Freeze shelves circulate more cold faster for safer food storage and extra speedy freezing.

More features that are sales clinchers! Hand-dor and Juice Rack; Automatic Signal Lite; Safety Lock and Key; Adjustable Shelves; Big 420-lb. Capacity; Roll-out Baskets; Special High-Density Glass Fiber Insulation. And many more.

5-year food protection warranty. Included at no extra cost. Covers food spoilage due to mechanical failure.

Beautifully styled to match the fast-selling Norge Model 1180 Customatic Refrigerator-Freezer combination. Here's the "Food Saver Team" that will have the whole industry talking.

Norge is going places. If you want to carry the line that's really selling, call the Norge distributor today. Maybe there's a franchise open for you.

NORGE

... *just the best in home appliances!*

DIVISION OF BORG-WARNER • MERCHANDISE MART, CHICAGO 54 • IN CANADA: ADDISON INDUSTRIES, TORONTO



Home Freezer Specifications

Manitowoc

Manitowoc Equipment Works, 621 Quay St., Manitowoc, Wis.

Model No.	Deluxe	Special	Deluxe	Special
	18.5	18.5	14	14
Chest or upright type	Upright	Upright	Upright	Upright

DIMENSIONS (In Inches)

Interior: Height	46%	46%	35%	35%
Width	29	29	29	29
Depth	23%	23%	23%	23%
Exterior: Height	67%	67%	56%	56%
Width	36	36	36	36
Depth	30	30	30	29%

CAPACITY (In Cu. Ft.)

Total	18.5	18.5	14.0	14.0
-------	------	------	------	------

INTERIOR EQUIPMENT

Compartments (No.)	4	4	3	3
Shelves (No.)	3	3	2	2

INSULATION

Kind	Laminar Fiberglass			
Thickness: (In Inches)				
Top	3½	3½	3½	3½
Sides	3½	3½	3½	3½
Bottom	4	4	3½	3½
Back	3	3	3	3
Door (upright models)	2½	2½	2½	2½

LIDS OR DOORS

Outer doors or lids (No.)	1	1	1	1
Inner doors (No.)	8	0	6	0
Provision for locking?	Yes	Yes	Yes	No

WEIGHT (Lbs.)

Net	430	430	384	384
Shipping	510	510	444	444
PRICE, suggested retail	\$549.95	\$499.95	\$469.95	\$399.95

REFRIGERATION EQUIPMENT

Cooling method	Wrap around	Anti-sweat provisions around freezer opening	Yes
Total sq. ft. of refrigerated surface exposed to food compartment	Models 18.5 Deluxe and 18.5 Special, 33.6; other models, 27.8	CONSTRUCTION AND FINISH OF Cabinet	Electric welded, Duridene proofing, and two coats white enamel
Compressor:		Interior liner	Electric welded, interlocking joint, Duridene rust-proofing, and two coats white enamel
Make	Tecumseh	PROTECTION PLAN	Warranty
Sealed	Yes	One year complete, plus additional 4 years on compressor	Optional
Location in cabinet	Bottom	Food insurance	Optional
Slide out	Yes	SPECIAL FEATURES	
Refrigerant	"Freon-22"	Finger-tip switch to turn anti-sweat device on or off; finger-tip switch makes it possible to by-pass thermostat and thus provide continuous operation for low temperature purposes and enables freezer operation even if thermostat should become inoperative; lock built into latch.	
Make of control	Cutler-Hammer		
Accessible for user adjustment?	Yes		
Location	Lower front panel		
Condenser: Type			
Finned	Model 14 Special		
Forced convection	Model 14 Special		
Natural convection	Models 18.5 Deluxe, 18.5 Special, 14 Deluxe		
Warning device:			
Light	Models 18.5 Deluxe and 14 Deluxe		

Harderfreez (Tyler Fixture)

Tyler Refrigeration Corp., Lake St., Niles, Mich.

Model No.	HC15H	HC20H	HU15H	HU20H	HU25H	HU35H
Chest or upright type	Chest	Chest	Upright	Upright	Upright	Upright

DIMENSIONS (In Inches)

Interior: Height	24½	24½	44½	44½	44½	44½
Width	58	74	27%	37%	46%	57
Depth	22	22	19%	19%	19%	21%
Exterior: Height	34	34	69	69	69	71
Width	64	80	34	43%	53	63
Depth	31½	31½	31½	31½	31½	31½

CAPACITY (In Cu. Ft.)

Total	15.4	20.4	15.14	20.47	25.4	35.38
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INTERIOR EQUIPMENT

Partitions (No.)	1	1				
Shelves (No.)			4	3	3	4
Baskets (No.)	1	1				
Racks or service trays			1	1	1	1
Light	Yes	Yes	No	No	No	No

INSULATION

Kind	Super Density Fibre Glass					
Thickness: (In Inches)						
Top	3	3	3	3	3	3
Sides	3	3	3	3	3	3
Bottom	4	4	4	4	4	4
Door (upright models)			4	4	4	4

LIDS OR DOORS

Outer doors or lids (No.)	1	1	1	1	2	2
Provision for locking?	Yes	Yes	Yes	Yes	Yes	Yes

WEIGHT (Lbs.)

Shipping	500	585	485	555	645	770
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REFRIGERATION EQUIPMENT

Cooling method	Center plate coil on chest models	Condenser	Static condenser on back
Compressor:		Warning device:	
Make	Tecumseh and Kelvinator	Light	Yes
Sealed	Yes	Anti-sweat provisions around freezer opening	Yes, heater wire
Location in cabinet	Chest models, left-hand end; uprights, below bottom shelf	CONSTRUCTION AND FINISH OF Cabinet	High baked on white refrigerator enamel
Refrigerant	"Freon-12"	Interior liner	High baked on white refrigerator enamel
Make of control	Ranco	Refrigerated shelves or plates	High baked on white refrigerator enamel
Accessible for user adjustment?	Yes	PROTECTION PLAN	
Location	Chests, on front above warning light; uprights, above top shelf behind door	Warranty	One year, 5-year replacement parts warranty
		Food insurance	Optional

INSIDE DOPE

Learn to live and laugh—
Thus delay your epitaph

By GEORGE
F. TAUBENECK

(Concluded from Page 1, Col. 1)

"Management is adopting the same policy of equal pay for equal work (which really isn't equal) that it denounces in civil service or organized labor.

"The higher producing worker lies down on the job because he sees less able workers getting the same pay.

"At the same time, the low producer has no incentive and thus makes no attempt to improve."

Mr. Ogden has stated a signally salient truth.

Roll Out the Dice

For every successful investor, there are "10,000 stockholders who started from scratch with equal wisdom, training, and apparently equal opportunity, whose one egg never hatched," declares Thomas F. Willmore, in his new book "A Lifetime Investment Program."

Willmore advises investors to "ignore all known methods of forecasting trends." He believes one might do better by selecting stocks at random rather than by

depending upon "experts."

For example: William Peter Hamilton, greatest exponent of the Dow Theory, changed position 90 times in 26 years. He was right 45 times. But he was also wrong 45 times.

How To Make Money and Be Unhappy

Back in 1923 ten of the world's most successful financiers conclave in the Edgewater Beach hotel in Chicago. This Tickative Ten included:

The president of America's largest independent steel company; the president of the National City Bank; the president of the biggest utility combine; the president of the most important gas supplier; the biggest wheat speculator; the president of the New York Stock Exchange; a member of the U. S. President's cabinet; the baddest "bear" on Wall Street; the head man of the world's worst monopoly; the president of the World Bank of International Settlements.

The president of the largest independent steel company, Charles Schwab, died bankrupt.

The president of the hugest utility combine, Samuel Insull, died penniless.

The president of the big gas company, Howard Hopson, went "nuts."

The greatest wheat speculator, Arthur Cutten, died abroad without franc or nickel.

The president of the New York Stock Exchange, Richard Whitney, served time in Sing Sing.

That member of the President's cabinet, Albert Fall, was pardoned from prison in time to go home and die.

The awfulest "bear" in Wall Street, Jess Livermore, suicided penniless.

Manipulator of the international match monopoly, Ivar Krueger, jumped to his death out of an airplane.

President of the World Bank of International Settlements, Leon Fraser, suicided, too.

History Lesson

The history of American foreign aid programs really starts with the Lend-Lease Act of 1941.

Although this program largely came to an end after the close of hostilities in World War II, actually some Lend-Lease aid was still being given in 1952. From July 1, 1940, to June 30, 1952, the net outlay under this program was \$40.45 billion, of which about \$10.999 billion went to the Communist Russia.—PROF. E. C. HELMREICH of Bowdoin college.

The first panacea for a mismanaged nation is inflation of the currency; the second is war. Both bring a temporary prosperity; both bring a permanent ruin. But both are the refuge of political and economic opportunists.—ERNEST HEMINGWAY.

Why You Can Have Confidence

genetron the great new name in basic refrigerants!

genetron WHITE LABEL-12
DICHLORODIFLUOROMETHANE

genetron ORANGE LABEL-11
TRICHLOROMONOFUOROMETHANE

In refrigerants, remember the name "Genetron" always identifies General Chemical's great new line of "super-dry" refrigerants. ... And the label color code always means—
WHITE LABEL—Dichlorodifluoromethane • ORANGE LABEL—Trichloromonofluoromethane

EXTENSIVE RESEARCH
"Genetron" refrigerants are products of General Chemical's extensive, continuous fluorine research program which has produced over 90 fluorine products for science and industry.

SOUND BASIC POSITION
General Chemical is a pioneer and long-standing leader in the field of fluorine chemistry. Its position is basic and sound—including reserves for necessary raw materials.

Barkow

Aug. G. Barkow Mfg. Co., Inc., 2230 S. 43rd St., Milwaukee 15, Wis.

Model No. F-20 F-25
Chest or upright type Upright Upright**DIMENSIONS (In Inches)**

Interior: Height	49 1/2	49 1/2
Width	35	43 1/2
Depth	20	20
Exterior: Height	71 1/2	71 1/2
Width	42 1/2	51 1/2
Depth	27 1/2	27 1/2

CAPACITY (In Cu. Ft.)

Total 20 25

INTERIOR EQUIPMENT

Shelves (No.) 3 3

INSULATION

Kind Fiberglass

Thickness: (in Inches)

Top	3 1/2	3 1/2
Sides	3 1/2	3 1/2
Bottom	4	4
Door (upright models)	4	4

LIDS OR DOORS

Outer doors or lids (No.) 1 1

Provision for locking? Yes Yes

WEIGHT (Lbs.)

Net 390 450

Shipping 500 560

REFRIGERATION EQUIPMENT

Cooling method Refrigerated shelves

Total sq. ft. of refrigerated surface exposed to food compartment Model 20, 3.3; model 25, 4.1

Compressor: Make Tecumseh

Sealed Yes

Location in cabinet Bottom

Refrigerant "Freon-22"

Make of control Ranco

Accessible for user adjustment? Yes

Location Front lower section

Condenser: Type Finned

Forced convection Yes

Cabinet 20 gauge steel, gloss enamel

Interior liner 22 gauge aluminum, patterned

Refrigerated shelves or plates Aluminum

PROTECTION PLAN

Warranty Five years

Food insurance Optional

Home Freezer Specifications**Chill Chest (Revco)**

Revco, Inc., Deerfield, Mich.

Model No. CF-104* CF-174* CF-264* CS-84† CS-154† CS-234† UF-154* UF-174*

Chest or upright type Chest Chest Chest Chest Chest Chest Upright Upright

DIMENSIONS (In Inches)

Interior: Height	29 1/2	29 1/2	29 1/2	19 1/2	29 1/2	29 1/2	53 1/2	53 1/2
Width	18 1/2	36 1/2	60 1/2	34 1/2	34 1/2	58 1/2	25	25
Depth	21 1/2	21 1/2	21 1/2	20 1/2	20 1/2	20 1/2	22	22
Exterior: Height	36 1/2	36 1/2	36 1/2	36 1/2	36 1/2	36 1/2	73	63
Width	42	60	84 1/2	42	60	84 1/2	32	32
Depth	28	28	28	28	28	28	31 1/2	31 1/2
Depth (over hardware)	33 1/2	33 1/2	33 1/2	33 1/2	33 1/2	33 1/2	31 1/2	31 1/2

CAPACITY (In Cu. Ft.)

Total 10.4 17.2 26.1 8.0 15.2 23.4 15.5 17.0

Freezing compartment(s) 3.6 3.6 3.6 3.3 3.3

INTERIOR EQUIPMENT

Partitions (No.) 1 2 4 1 2 4

Shelves (No.) 4 4 4

Door or lid shelves (No.) 1 2

Baskets (No.) 1 1

Special racks or service trays (No.) Yes Yes Yes Yes Yes Yes

Light Yes Yes Yes Yes Yes Yes

INSULATION

Kind Fiberglass

Thickness: (In Inches)

Top	2 1/2	2 1/2	2 1/2	2 1/2	2 1/2	2 1/2	3 1/2	3 1/2
Sides	3 1/2	3 1/2	3 1/2	3 1/2	3 1/2	3 1/2	3 1/2	3 1/2
Bottom	3 1/2	3 1/2	3 1/2	3 1/2	3 1/2	3 1/2	3 1/2	3 1/2
Door (upright models)	3 1/2	3 1/2	3 1/2	3 1/2	3 1/2	3 1/2	3 1/2	3 1/2

LIDS OR DOORS

Outer doors or lids (No.) 1 1 2 1 1 2 1 1

Provision for locking? Yes Yes Yes Yes Yes Yes Yes Yes

WEIGHT (Lbs.)

Net 245 305 425 230 320 410 288 315

Shipping 305 390 560 287 390 555 535 400

PRICE, suggested retail \$369.95 \$479.95 \$619.95 \$269.95 \$469.95 \$519.95

*Deluxe models. †Thrifline models.

REFRIGERATION EQUIPMENT

Cooling method Chests, wrap

around; uprights, also wrap

around with refrigerated shelves

Total sq. ft. of refrigerated surface exposed to food

compartments Chests: CF-104,

20.0; CF-174, 28.1; CF-264, 36.7;

CS-84, 12.9; CS-154, 22.0; CS-234,

32.3; uprights: UF-154, 24.3;

UF-174, 23.1

Compressor: Make Tecumseh

Sealed Yes

Location in cabinet Bottom

Refrigerant "Freon-12"

Make of control Ranco

Accessible for user adjustment? Yes

Location Chests: In back of

front grille; uprights: In

back of front panel

Condenser: Type Wrap around

Wrap around Yes

Natural convection Yes

Warning device: Light Models CF-104,

CF-174, CF-264, and UF-174

Anti-sweat provisions around

freezer opening Yes

CONSTRUCTION AND FINISH OF

Cabinet Welded steel, Bonder-

ized, and baked white

synthetic enamel

Interiors All aluminum,

Bonderized, and baked

aluminum enamel

PROTECTION PLAN

Warranty Five years,

refrigeration system

Guarantee One year

Food insurance Five years on

Deluxe models, chests and up-

rights; 2 years on chest Thrifline

SPECIAL FEATURES

Dual light signal system on all

Deluxe chest models and upright

UF-174.

Pak-A-Way (Schaefer, Inc.)

Schaefer, Inc., 801 Washington Ave. No., Minneapolis, Minn.

Model No. 215 221 162 201

Chest or upright type Chest Chest Upright Upright

DIMENSIONS (In Inches)

Interior: Height	29 1/2	29 1/2	51 1/2	51 1/2
Width	49 1/2	66 1/2	27 1/2	27 1/2
Depth	20 1/2	20 1/2	20 1/2	23 1/2
Exterior: Height	38 1/2	38 1/2	65 1/2	65 1/2
Width	56 1/2	74 1/2	34	34
Depth	27 1/2	27 1/2	27 1/2	30 1/2

CAPACITY (In Cu. Ft.)

Total 15.6 21.8 16.2 20.1

INTERIOR EQUIPMENT

Shelves (No.) 4 4

Slide-out shelves (No.) 1 1

Light Yes Yes No No

INSULATION

Kind Mineral Wool

Thickness: (In Inches)

Top	3 1/2	3 1/2	3 1/2	3 1/2
Sides	3 1/2	3 1/2	3 1/2	3 1/2
Bottom	3 1/2	3 1/2	3 1/2	3 1/2
Door (upright models)	3 1/2	3 1/2	3 1/2	3 1/2

LIDS OR DOORS

Outer doors or lids (No.) 1 1 1 1

Provision for locking? Yes Yes Yes Yes

WEIGHT (Lbs.)

Shipping 420 536 434 517

PRICE, suggested retail \$469.00 \$584.00 \$509.00 \$584.00

REFRIGERATION EQUIPMENT

Cooling method Models 215 and

221, wrap around; models 162 and

201, shelves

Compressor: Make Tecumseh

Sealed Yes

Location in cabinet Bottom

Slide out Yes

Refrigerant "Freon-22"

Make of control Models 215 and

221, Ranco; models 162 and

201, Cutler-Hammer

Accessible for user adjustment? Yes

Location Models 215 and

221, bottom front; models 162

and 201, top rear

Condenser: Type Finned

Finned Models 221 and 201

Wrap around Models 215 and 162

Warning device: Buzzer Yes

Anti-sweat provisions around

freezer opening Yes

CONSTRUCTION AND FINISH OF

Cabinet 20 gauge C. R. steel,

2 coats, 2 bake synthetic

enamel finish

Interior liner 20 gauge C. R.

steel, 2 coats, 2 bake synthetic

enamel finish

Refrigerated shelves or

plates Electro zinc and

clear lacquer

PROTECTION PLAN

Warranty One year on cabinet,

five years on refrigeration unit

Food insurance Included in

list price

when you see this label...

Any time you buy a product from a new source, you naturally want to know more about the manufacturer to make sure he and his products are dependable. That's only smart business... and it's certainly doubly important when the product is as basic and vital as the refrigerants you use.

What about General Chemical—the maker of "Genetron" refrigerants?

Serving Behind the Scenes in Your Daily Life

Just this—the steel in your family automobile and refrigerator was quite likely processed with General Chemical's sulfuric acid... the water you drink may well have been purified with General's "Alum", just as the clothes you wear and the food you eat probably have been produced with the help of one or a dozen other "G.C." products.

"Basic Chemicals for American Industry"

In other words, General Chemical is one of America's greatest producers of basic industrial and agricultural chemicals... and has been since 1899. It supplies every major industry that uses chemicals... from petroleum to pharmaceuticals... and has served a good part of its customers since they first opened their doors. Its slogan—*Basic Chemicals for American Industry*—typifies the scope and depth of its services.

Backs its Products All The Way

Now—with its large-scale production of "Genetron" organic fluorine refrigerants, General Chemical is serving the air conditioning and refrigeration industry in the same sound, steady manner that has earned it the confidence of thousands of customers in so many other fields.

So, whenever you see the "Genetron" label on a refrigerant cylinder or drum—remember that General Chemical is the company behind this great new name in basic refrigerants... and it backs them all the way!



Available in all standard container sizes:

Genetron WHITE LABEL-12 is shipped in 10-lb., 25-lb., 145-lb., and one-ton (2,000 lbs.) cylinders.

Genetron ORANGE LABEL-11 is shipped in 100-lb., 200-lb. drums, and one-ton (2,000 lbs.) cylinders.

FOR FURTHER INFORMATION...

Write or 'phone the nearest General Chemical office listed below. Ask for FREE TECHNICAL SERVICE BULLETIN 11.12A on "Genetron" Refrigerants.

GENERAL CHEMICAL DIVISION

ALLIED CHEMICAL & DYE CORPORATION

40 Rector Street, New York 6, N. Y.

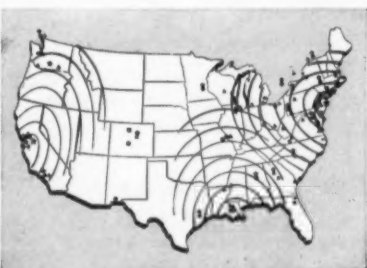
Offices: Albany • Atlanta • Baltimore • Birmingham • Boston • Bridgeport • Buffalo • Charlotte • Chicago • Cleveland • Denver • Detroit • Greenville (Miss.) • Houston • Jacksonville • Kalamazoo • Los Angeles • Minneapolis • New York • Philadelphia • Pittsburgh • Providence • San Francisco • Seattle • St. Louis • Yakima (Wash.)

In Wisconsin: General Chemical Company, Inc., Milwaukee

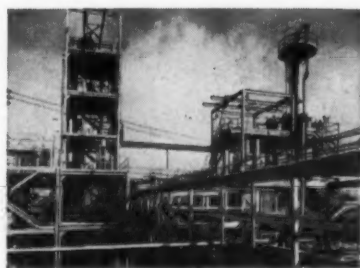
In Canada: The Nichols Chemical Company, Limited • Montreal • Toronto • Vancouver



America's Foremost Producer of Fluorine Chemicals

**NATION-WIDE SERVICE**

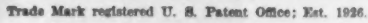
General Chemical has almost 100 service and supply points throughout the United States and Canada. Production centers for fluorine chemicals are indicated by stars.

**SUPERIOR FACILITIES**

General Chemical's "Genetron" plant at Baton Rouge, Louisiana, is one of the most modern fluorine refrigerant plants in America, employing special new manufacturing processes.

**EXACTING PROCESS CONTROL**

The extremely low moisture content and high purity of "Genetron" refrigerants is a result of advanced manufacturing methods and unique process control techniques.



'The Conscience of the Industry'

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MAY 31, 1954

They'll Do It Every Time Jimmy Hatlo

These are often such items as "doesn't serve any real purpose in the home" or "no 'emotional story' to build up for the prospect" or "lack of user enthusiasm makes the sales job tough going."

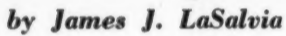
Salesmen (and some dealers) have had some tendency to talk in this fashion recently about home freezers. And the truth of the matter is, there probably isn't a product in the entire consumer durable goods field for which there is less reason for such "excuse talk" than the home freezer!

For proof of this statement, take a look at the following voluntary statements found in a survey of freezer owners made by Amana Refrigeration, Inc. (There were no big rewards or any "contest" involved in getting these statements, and the editors have seen the original, handwritten remarks.)

After reading these testimonials, try to think of another product which offers so many different reasons for its purchase, and which inspires such user enthusiasm.

"It's the best money we ever spent. We couldn't be without it. We have venison and trout all year around."

"Living in the Hollywood Hills, I feel that with our freezer in the basement we just go 'downstairs to shop' having always a large supply of bakery goods, pies, frozen vegetables, ice cream, steaks, frozen juices, other meats, and frozen fruits on hand."



Train yourself NOW at home for your future in air conditioning. Air conditioning is the fastest growing business in the United States today. More servicemen and salesmen are needed. Today there is room at the top for the men with the know-how. The "KEY TO AIR CONDITIONING" explains in simple, every-day language problems in air conditioning layout and installations. You'll make better installations—you'll sell more—when you read "THE KEY TO AIR CONDITIONING" by James J. LaSalvia—an engineer with 30 years of teaching and writing experience.

MANUAL NO. K-1—The physics of air conditioning; use of charts; methods of ventilation; figuring air requirements; refrigeration problems in air conditioning; use of fans; methods of air distribution. Psychrometric chart included with book.

MANUAL NO. K-2—Sheet metal ducts (sizing methods, problems of design); discussion of air cleaning devices; heat transmission coefficients; problems and tables for

figuring heat gain; air through cooling coils; selection of cooling coils, expansion valves, compressors, and water cooling coils.

MANUAL NO. K-3—General discussion of heating systems; selection of heating coils (air friction, condensation); description and operation of evaporative condensers; water cooling towers; automatic controls; piping refrigerant, water, and steam; and insulation problems.

10-DAY TRIAL OFFER

See these at your parts wholesaler—or order below.

**If you're not fully satisfied return the books
in 10 days and your money will be refunded.**

Business News Publishing Co.
450 West Fort Street
Detroit 26, Michigan

Please rush the following Key to Air Conditioning books. My check or money order is enclosed, ☐. Bill me, ☐.

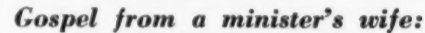
K-1, \$2.00 each, copies. K-2, \$2.00 each, copies.
K-3, \$2.00 each, copies.

Name

Address

City Zone State

5-31-54



"My husband is a minister, so it is necessary that I have foods prepared at odd times. I feel that my freezer is an essential part of the household equipment."

"With the freezer I am able to take advantage of the 'Specials' the markets have as leaders. In a resort state we have many 'drop-in' guests. Meals on short notice in the country would be impossible without the freezer."

"Even with just two people to cook for I find it a great convenience. Vegetables I pack in two small bags in each fruit box. Being a suburban train chauffeur I could shop daily but still enjoy the fact that any dinner is available at short notice."

"I am lucky enough to have most of the modern conveniences but I could give up anything before I could my freezer, even my automatic washer. I think it's the modern family's best friend."

"I like the convenience of keeping packages of rice, bisquick flour, etc., in the freezer after they have been opened. Things like that, which are only used occasionally, used to get bugs and worms when left in the cupboard."

"I just couldn't get along without it now. I got my chickens for a dollar apiece and I also put turkeys in, too. I have a large garden and I put all I can out of the garden into it."

"Our freezer was the last piece of electrical equipment we purchased, but now I didn't know how I ever lived without it. We entertain a great deal and often with little notice, so it has been wonderful to always be able to have company things on hand."

"I really don't know why we waited as long as we did to get a freezer. We store a whole beef in the bottom shelf. Have all our raspberries, strawberries in it, corn, asparagus, chicken, fish, etc. Make home made ice cream to store six quarters at a time. We are really pleased with it. When I made a trip back east for six weeks I baked many loaves of bread, cakes, etc., to keep the family fed."

"We are one mile from nearest grocery or meat market. Either one buys a freezer or two cars. A well-stocked 18-cu. ft. freezer is just a necessity for a one-car family when hubby goes out of town for a few days with the car."

"We really purchased the freezer to save money. However, I have been amazed at the convenience that it offers. This I never anticipated. I find it necessary to keep food moving in and out of it constantly to get the full benefit from it. I am a Home Economist and teach foods. We need more publications on the common everyday uses that people can make of a freezer."

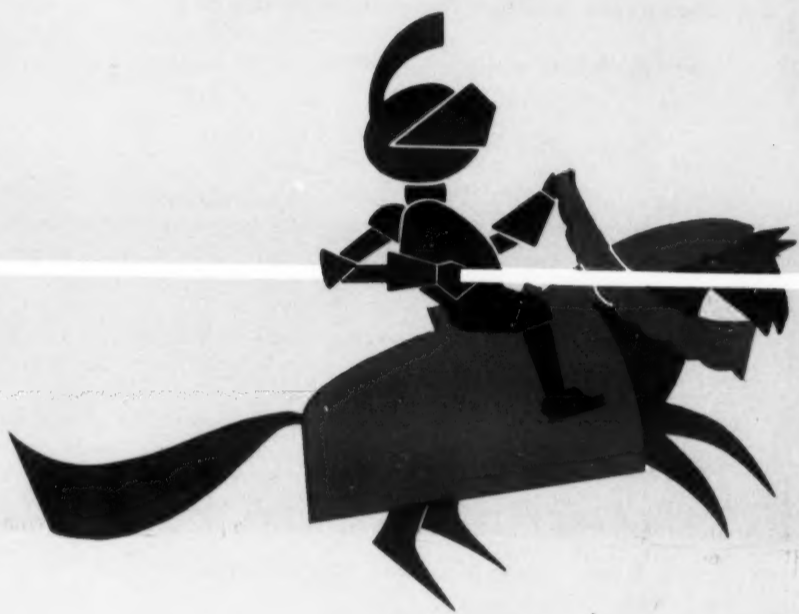
"The true worth of my freezer was discovered last spring when I was ill. I was alone during the period of illness and unable to leave the house—yet every food need and convenience was right in my kitchen in the Amana. My diet was balanced and abundant."

How any dealer or salesman could say that there isn't enough "use value" or "user enthusiasm" in the home freezer after reading such testimony, we fail to understand.

If the above testimony can serve as a reminder to the dealer and his salesmen (of the high "use value" of the freezer) and a sales tool in talking to prospects, we hope they will clip it out and carry around in their sales portfolios.

PAK-A-WAY

challenges



the

FREEZER

industry.....

PAK-A-WAY GIVES YOU THE BEST

Product

PAK-A-WAY is a complete line—only four models in most popular sizes—manufactured by Schaefer, Inc., first in low temperature refrigeration for a quarter of a century.

PAK-A-WAY GIVES YOU UNMATCHED

Performance

NO FREEZER tested has performance records equal to Pak-A-Way. No freezer tested has the built in quality of Pak-A-Way. When you sell Pak-A-Way you sell the finest.

PAK-A-WAY GIVES YOU AN ADVANTAGE IN

Price

PAK-A-WAY retail prices, model for model, size for size, are today's greatest freezer values. Pak-A-Way prices are more than competitive—they set the pace for the industry.

PAK-A-WAY FREEZER DIVISION

Manufacturers of low temperature ice cream and frozen food cabinets exclusively since 1929

PAK-A-WAY GIVES YOU THE MOST

Profit

PAK-A-WAY gives you the largest percent of profit in the freezer industry. And when you stock only four Pak-A-Way models you profit more through smaller inventory investment and warehousing expense.

PAK-A-WAY GIVES YOU FAST SELLING

Promotion

PAK-A-WAY'S carefully planned and timed sales and advertising program moves freezers faster. A very liberal cooperative advertising and point of sale program makes Pak-A-Way easier to sell in your market.

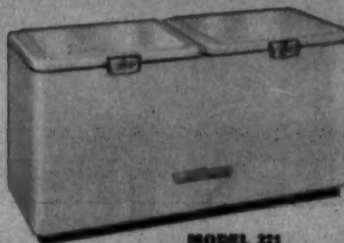
This is Pak-A-Way's Challenge to the Freezer Industry!



MODEL 201



MODEL 162



MODEL 221



MODEL 215

DISTRIBUTORS WANTED!

Our new policy of making PAK-A-WAY a separate sales division of Schaefer, Inc., enables us to expand our distributor organization. The card below will bring you proof why PAK-A-WAY can challenge the entire freezer industry.

**SCHAEFER
INC.**

MINNEAPOLIS, MINN.



Fill out and mail today!

PAK-A-WAY FREEZER DIVISION
SCHAEFER, INC. 801 Washington Avenue North
Minneapolis 1, Minnesota

We want the PROOF! Contact us at once.

INDIVIDUAL

TITLE

FIRM

ADDRESS

CITY

ZONE

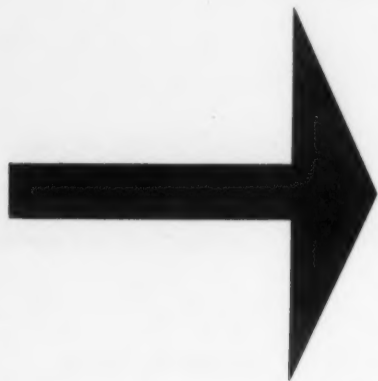
STATE

MAJOR APPLIANCE
LINES NOW HANDLED

... AND HERE'S

PAK-A-WAY'S challenge

TO ALL FREEZER USERS!



Styled by Brooks Stevens ...
 Full Width Doors ...
 5 Year Sealed Unit Warranty ...
 5 Year Food Protection ...
 Audible, Automatic Alarm ...
 Exclusive Kolrod Shelves ...
 Automatic Cold Control ...
 Non-Sweating Exterior ...
 Interior Light ...
 Gold Interior Trim



MODEL 201

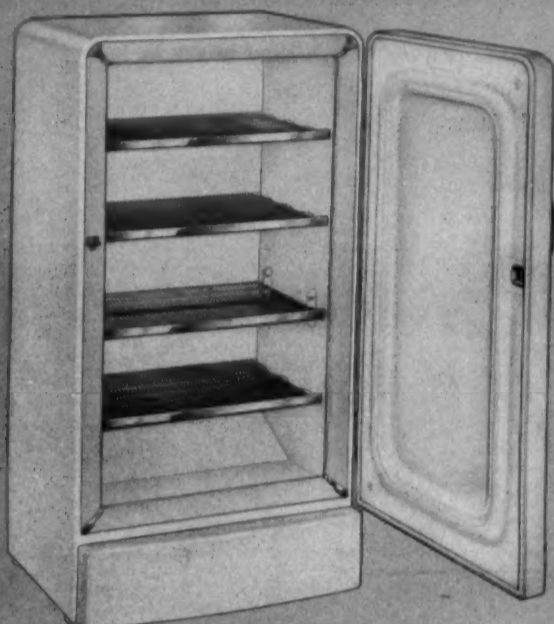
Upright. Capacity: 20.1 Cubic Feet. Over 700 pounds of food. Outside dimensions: 68 $\frac{1}{2}$ " high, 34" wide, 30 $\frac{1}{2}$ " deep. Has exclusive KOLROD shelves.

MODEL 215

Chest. Capacity: 15.6 Cubic Feet. Over 545 pounds of food. Outside dimensions: 38 $\frac{1}{2}$ " high, 27 $\frac{3}{4}$ " wide, 56 $\frac{1}{2}$ " long.

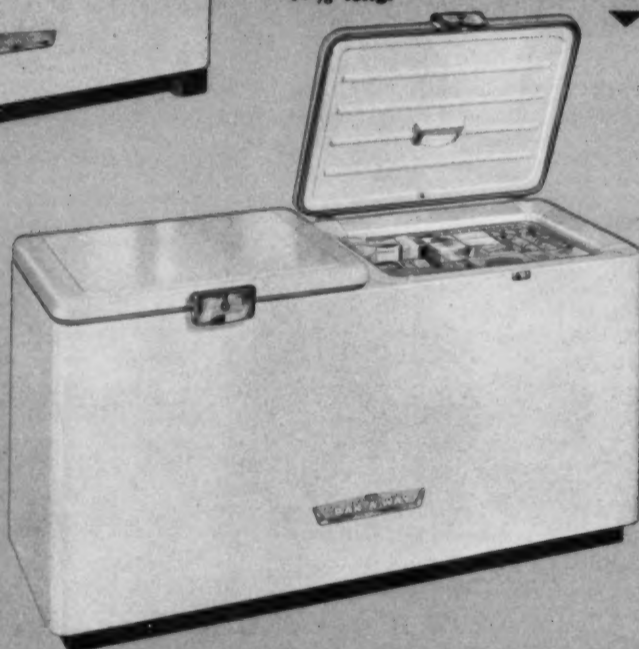
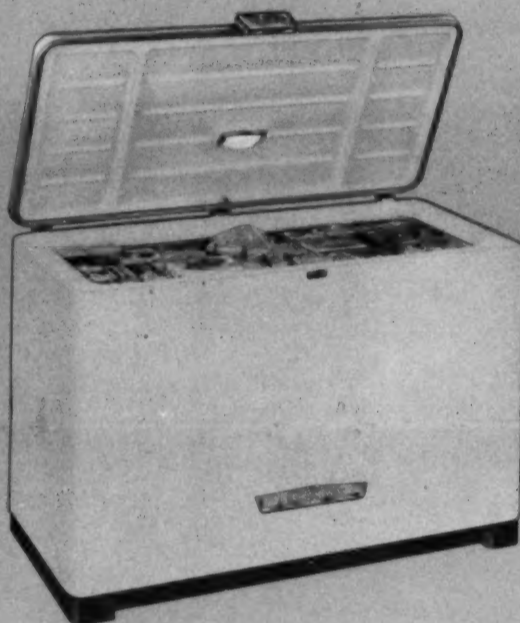
MODEL 221

Chest. Capacity: 21.8 Cubic Feet. Over 760 pounds of food. Outside dimensions: 38 $\frac{1}{4}$ " high, 27 $\frac{3}{4}$ " wide, 74 $\frac{3}{8}$ " long.



MODEL 162

Upright. Capacity: 16.2 Cubic Feet. Over 580 pounds of food. Outside dimensions: 65 $\frac{1}{2}$ " high, 34" wide, 27 $\frac{1}{2}$ " deep. Has exclusive KOLROD shelves.



PAK-A-WAY FREEZER DIVISION, SCHAEFER, INC.
 Low Temperature Cabinets Exclusively Since 1929

Postage
 Will be Paid
 by
 Addressee

No
 Postage Stamp
 Necessary
 If Mailed in the
 United States

BUSINESS REPLY CARD

First Class Permit No. 3108, Sec. 34.9, P. L. & R., Minneapolis, Minn.

PAK-A-WAY FREEZER DIVISION

SCHAEFER, INC. 801 Washington Avenue North

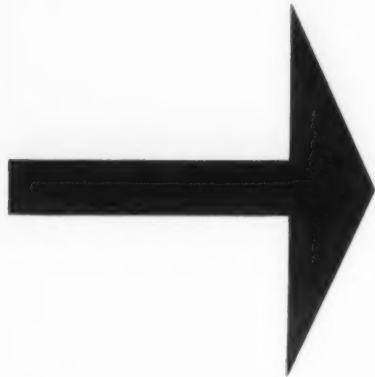
Minneapolis 1, Minnesota



... AND HERE'S

PAK-A-WAY'S challenge

TO ALL FREEZER USERS!

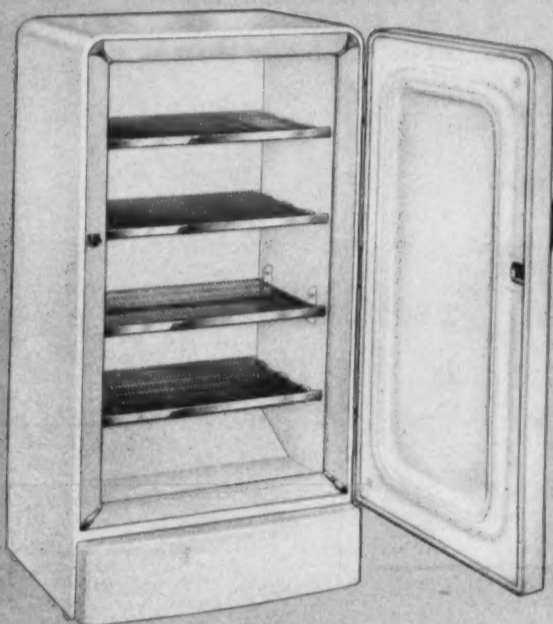


Styled by Brooks Stevens ...
Full Width Doors ...
5 Year Sealed Unit Warranty ...
5 Year Food Protection ...
Audible, Automatic Alarm ...
Exclusive Kolrod Shelves ...
Automatic Cold Control ...
Non-Sweating Exterior ...
Interior Light ...
Gold Interior Trim



MODEL 201

Upright. Capacity: 20.1 Cubic Feet.
Over 700 pounds of food. Outside
dimensions: 68 $\frac{1}{2}$ " high, 34" wide, 30 $\frac{1}{2}$ "
deep. Has exclusive KOLROD shelves.



MODEL 162

Upright. Capacity: 16.2 Cubic Feet. Over
560 pounds of food. Outside dimensions:
65 $\frac{1}{2}$ " high, 34" wide, 27 $\frac{1}{4}$ " deep. Has
exclusive KOLROD shelves.

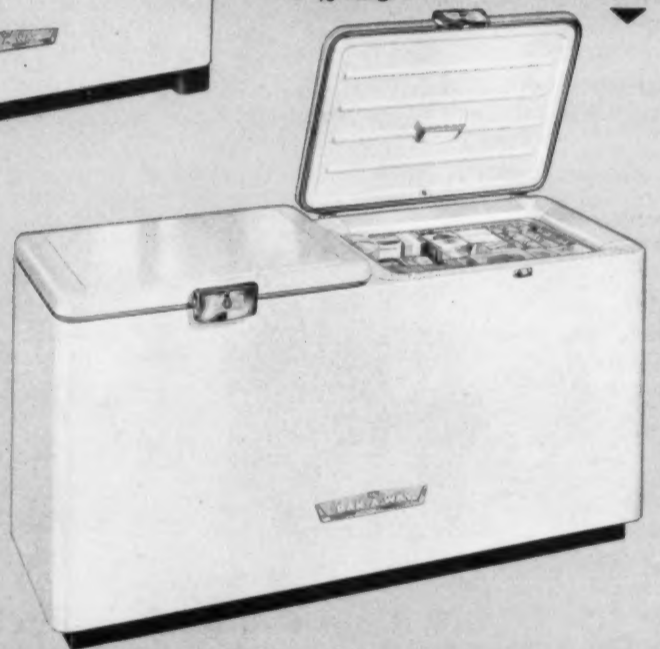


MODEL 215

Chest. Capacity: 15.6 Cubic Feet.
Over 545 pounds of food. Outside
dimensions: 38 $\frac{1}{2}$ " high, 27 $\frac{3}{4}$ " wide,
56 $\frac{1}{8}$ " long.

MODEL 221

Chest. Capacity: 21.8 Cubic Feet.
Over 760 pounds of food. Outside
dimensions: 38 $\frac{1}{2}$ " high, 27 $\frac{3}{4}$ " wide,
74 $\frac{3}{8}$ " long.



Postage
Will be Paid
by
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BUSINESS REPLY CARD

First Class Permit No. 3108, Sec. 34.9, P. L. & R., Minneapolis, Minn.

PAK-A-WAY FREEZER DIVISION

SCHAEFER, INC. 801 Washington Avenue North
Minneapolis 1, Minnesota



PAK-A-WAY FREEZER DIVISION, SCHAEFER, INC.

Low Temperature Cabinets Exclusively Since 1929

Freeze Pantry (Ryan Industries)

Ryan Refrigeration Co., 1025 E. Excelsior Ave., Hopkins, Minn.

Model No.	M 19 LD	M 19 A	M 27 LD	M 27 A	M 27 B
Chest or upright type	Upright	Upright	Upright	Upright	Upright

DIMENSIONS (In Inches)

Interior: Height	48 1/2	48 1/2	48 1/2	48 1/2	48 1/2
Width	28 1/2	28 1/2	41 1/2	41 1/2	41 1/2
Depth	20 1/2	20 1/2	21 1/2	21 1/2	21 1/2
Exterior: Height	68 1/2	68 1/2	70 1/2	70 1/2	70 1/2
Width	36	36	48 1/2	48 1/2	48 1/2
Depth	30 1/2	30 1/2	31 1/2	31 1/2	31 1/2

CAPACITY (In Cu. Ft.)

Total	19.0	19.0	27.0	27.0	27.0
-------	------	------	------	------	------

INTERIOR EQUIPMENT

Partitions (No.)	4	4	4	4	4
Shelves (No.)	3	3	3	3	3
Door or lid shelves (No.)	8	8	8	8	8
Light	Yes	Yes	Yes	Yes	Yes

INSULATION

Kind	PF 513 Fiberglas				
Thickness: (In Inches)					
Top	3 1/2	3 1/2	3 1/2	3 1/2	3 1/2
Sides	3 1/2	3 1/2	3 1/2	3 1/2	3 1/2
Bottom	3 1/2	3 1/2	3 1/2	3 1/2	3 1/2
Door (upright models)	3 1/2 to 3 1/2 bevelled				

LIDS OR DOORS

Outer doors or lids (No.)	1	1	1	1	1
Inner doors (No.)	8	8	8	8	8
Provision for locking?	Yes	Yes	Yes	Yes	Yes

WEIGHT (Lbs.)

Net	370	378	430	438	447
Shipping	420	428	560	568	577

REFRIGERATION EQUIPMENT

Cooling method	Refrigerated top, bottom, and three shelves				
Total sq. ft. of refrigerated surface exposed to food compartment	Models M 19 LD and M 19 A, 22 1/2; all other models 32 1/2				
Compressor:	Warning device: Buzzer device: Yes				
Make	Anti-sweat provisions around freezer opening: Yes (resistance wire)				
Sealed	Yes				
Location in cabinet	Beneath freezing compartment				
Slide out	Yes				
Refrigerant	"Freon-22"				
Make of control	Ranco				
Accessible for user adjustment?	Yes				
Location	Lower front behind hinged door				
Condenser: Type	Finned				

Esco

Esco Cabinet Co., West Chester, Pa.

Model No.	CD-1225	CD-1625	CD-2025	CD-2433	CD-3650
Chest or upright type	Chest	Chest	Chest	Chest	Chest
Separate freezing section?	Yes	Yes	Yes	Yes	Yes

DIMENSIONS (In Inches)

Exterior: Height	36 1/2	36 1/2	36 1/2	36 1/2	36 1/2
Width	52	62	75	90	103
Depth	29 1/2	29 1/2	29 1/2	29 1/2	35 1/2

CAPACITY (In Cu. Ft.)

Total	12.14	15.6	20.1	24.8	36.4
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INTERIOR EQUIPMENT

Partitions (No.)	2	3	4	4	5
Baskets (No.)	2	3	4	3	4
Light	Yes	Yes	Yes	Yes	Yes

INSULATION

Kind	High Density Fiberglas				
------	------------------------	--	--	--	--

LIDS OR DOORS

Outer doors or lids (No.)	1	1	1	2	2
Provision for locking?	Yes	Yes	Yes	Yes	Yes

REFRIGERATION EQUIPMENT

Cooling method:	Wrap around				
Compressor:	Make: Copeland, Kelvinator, Tecumseh				
Sealed	Yes				
Location in cabinet	Lower left end				
Refrigerant	"Freon-12"				

CONDENSER:

Forced convection	Yes	Yes	Yes	Yes	Yes
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WARNING DEVICE:

Light	Yes	Yes	Yes	Yes	Yes
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CONSTRUCTION AND FINISH OF

Cabinet: Zinc coated, Bonderized steel, baked enamel finish

Interior liner: Zinc coated, Bonderized steel, baked enamel finish

PROTECTION PLAN

Warranty: One year on complete equipment. 5-year replacement plan on sealed unit

Food insurance: Two years, included in list price

SPECIAL FEATURES

Fast freeze fan available on models CD-2433 and CD-3650.

Home Freezer Specifications

McCray

McCray Refrigerator Co., 211 McCray Court, Kendallville, Ind.

Model No.	SAF-20	SAF-32
Chest or upright type	Upright	Upright

DIMENSIONS (In Inches)

Interior: Height	48 1/2	48 1/2	*12 1/2
Width	40 1/2	50	29 1/2
Depth	18 1/2	20 1/2	20 1/2
Exterior: Height	69 1/2	69 1/2	
Width	48	57 1/2	
Depth	27 1/2	29 1/2	

*Lower left-hand deep well section.

CAPACITY (In Cu. Ft.)

Total	20	32.1	
-------	----	------	--

INTERIOR EQUIPMENT

Shelves (No.)	3 Full Width	2 Removable Half Shelves	
---------------	--------------	--------------------------	--

Special racks or service trays (No.): 1† 1†

†Removable sectional 3-piece floor rack of wire shelf construction.

INSULATION

Kind	Fiberglas PF-512 H	
------	--------------------	--

Thickness: (In Inches)		
Top	3 1/2	3 1/2
Sides	3 1/2	3 1/2
Bottom	4	4
Door (upright models)	3 1/2	3 1/2

LIDS OR DOORS

Outer doors or lids (No.)	2	2
Provision for locking?	Yes	Yes

WEIGHT (Lbs.)

Net	570	700
Shipping	670	835

PRICE, suggested retail \$584.00 \$775.00

REFRIGERATION EQUIPMENT

Cooling method: Four full-width freezer shelves, top one does not serve as shelf

Total sq. ft. of refrigerated surface exposed to food compartment: Model SAF-20, 27; model SAF-32, 37

Compressor:

Make: Tecumseh

Sealed: Yes

Location in cabinet: Lower right-hand section

Slide out: Model SAF-20, no; model SAF-32, Yes

Refrigerant: "Freon-22" and "Freon-12"

Make of control: Ranco

Accessible for user adjustment? Yes

Location: Back of mullion at the top

CONDENSER: Type

Finned: Yes

Forced convection: Yes

Anti-sweat provisions around freezer opening: Yes

CONSTRUCTION AND FINISH OF

Cabinet: All steel welded cabinet, white baked Dulux finish

Interior liner: Multi-piece steel, spotwelded assembly liner, green baked Dulux finish

PROTECTION PLAN

Warranty: One year on cabinet, five years on sealed unit

Food insurance: Five-year warranty included in list price

SPECIAL FEATURES

Deepwell storage bin on SAF-32, has 4.34-cu. ft. capacity.

they're all

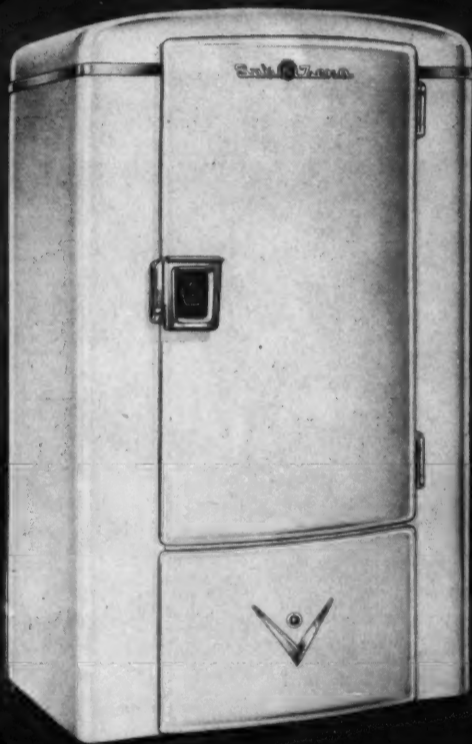
talking about

Sub-Zero

all-aluminum

upright

freezers!



...and here's

in the field:

ALUMINUM CONSTRUCTION—Non-rusting, non-corrosive—longer service.

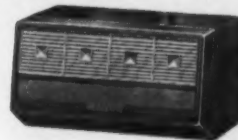
GENEROUSLY COILED—Copper tubing below all shelves and on top and bottom. For example Model 18.5, illustrated above, has approximately 115 feet of copper coiling.

HANDSOMELY STREAMLINED—Handsomely streamlined with beautiful white baked enamel exterior.

A COMPLETE LINE—10 models in convenient, space-saving upright freezers to choose from.

HEAVILY INSULATED—High density Fiberglas, 4" thick in top, bottom, back and door; 3 1/2" thick in side walls.

WARRANTIES—5 years on hermetically sealed compressor body—1 year on cabinet. Food spoilage plan.

...and the NEW
Sub-Zero AIR CONDITIONER

1/2, 3/4 and 1 Ton Models

Available in beautiful walnut finished steel cabinets or choice of blonde oak, mahogany or birch wood fronts.

Here's Harry Alter's
DEPENDABOOK

No. 161...

1954

REFRIGERATION
PARTS and
Supplies plusElectric-Motor Parts,
Air Conditioning
and HeatingThere are over
9,000 items
illustrated, described
and rock-bottom-priced in
our newest DEPENDABOOK.
So—get and use this money-saver!
Write for your copy to

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"Harry Alter gives you
snappy service."GET YOUR
COPY AND
SAVE MONEY!

Home Freezer Specifications

Webber

Webber Mfg. Co., Inc., 2740 Madison Ave., Indianapolis, Ind.

Model No.	9	17
Chest or upright type	Chest	Chest

DIMENSIONS (In Inches)

Interior: Height	22	22
Width	38	69
Depth	19	19
Exterior: Height	32½	33
Width	65	96
Depth	28½	28½

INTERIOR EQUIPMENT

Partitions (No.)	1	3
Non-refrigerated storage	Yes	Yes

INSULATION

Kind	Fiberglas	
Thickness: (In Inches)		
Top	6	6
Sides	5½	5½
Bottom	6	6

LIDS OR DOORS

Outer doors or lids (No.)	1	2
Provision for locking?	Yes	Yes

PRICE, suggested retail \$395 \$575

REFRIGERATION EQUIPMENT

Cooling method:		Finned	Yes
Wrap around	Yes	Warning device	None
Compressor:		CONSTRUCTION AND FINISH OF	
Make	Tecumseh	Cabinet	Stainless steel
Sealed	Yes	Interior liner	Copper-bearing galvanized
Slide out	No	PROTECTION PLAN	
Refrigerant	"Freon-12"	Warranty	Five years
Make of control	Ranco	Food insurance	No
Accessible for user adjustment?	Yes	SPECIAL FEATURES	
Location	On unit	All compartments fast freezing, patented baffle and heat exchanger.	
Condenser: Type			

Carrier Corp., 300 So. Geddes St., Syracuse, N. Y.

Model No.	14K4	14K5	14K6	14K7	14K9	14G2	14G5	14G7
Chest or upright type	Upright	Upright	Upright	Upright	Upright	Chest	Chest	Chest

DIMENSIONS (In Inches)

Interior: Height	53	51	54	51	50	30	30	30
Width	23	27	31	37	63	34	52½	76½
Depth	23½	21	23½	23	21	20	20	20
Exterior: Height	72	70	73	70	70	37½	37½	37½
Width	30½	35½	38½	45½	71½	42	60½	84½
Depth	33½	32	33½	34	32	34½	34½	34½

CAPACITY (In Cu. Ft.)

Total	16.0	16.0	22.0	24.0	35.0	9.5	16.0	24.0
Freezing compartment(s)						2.9	2.9	2.9

INTERIOR EQUIPMENT

Partitions (No.)						1	2	4
Shelves (No.)	2	2	2	2	2			
Door or lid shelves (No.)	2	3	2	3	6			
Baskets (No.)						2	3	4
Special racks or service trays (No.)	2	2	2	2	4			
Light	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes

INSULATION

Kind	Mineral Wool or Fiberglas				Fiberglas			
Thickness: (In Inches)								
Top	3½	3½	3½	3½	4	3	3	3
Sides	4	4	3½	4	4	3½	4	4
Bottom	3½	3½	3½	3½	4	3½	3½	3½
Door (upright models)	3½	3½	3½	3½	3½			

LIDS OR DOORS

Outer doors or lids (No.)	1	1	1	1	1	1	1	2
Provision for locking?	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes

WEIGHT (Lbs.)

Net	340	340	380	425	600	248	340	410
Shipping	430	430	460	515	720	305	395	515

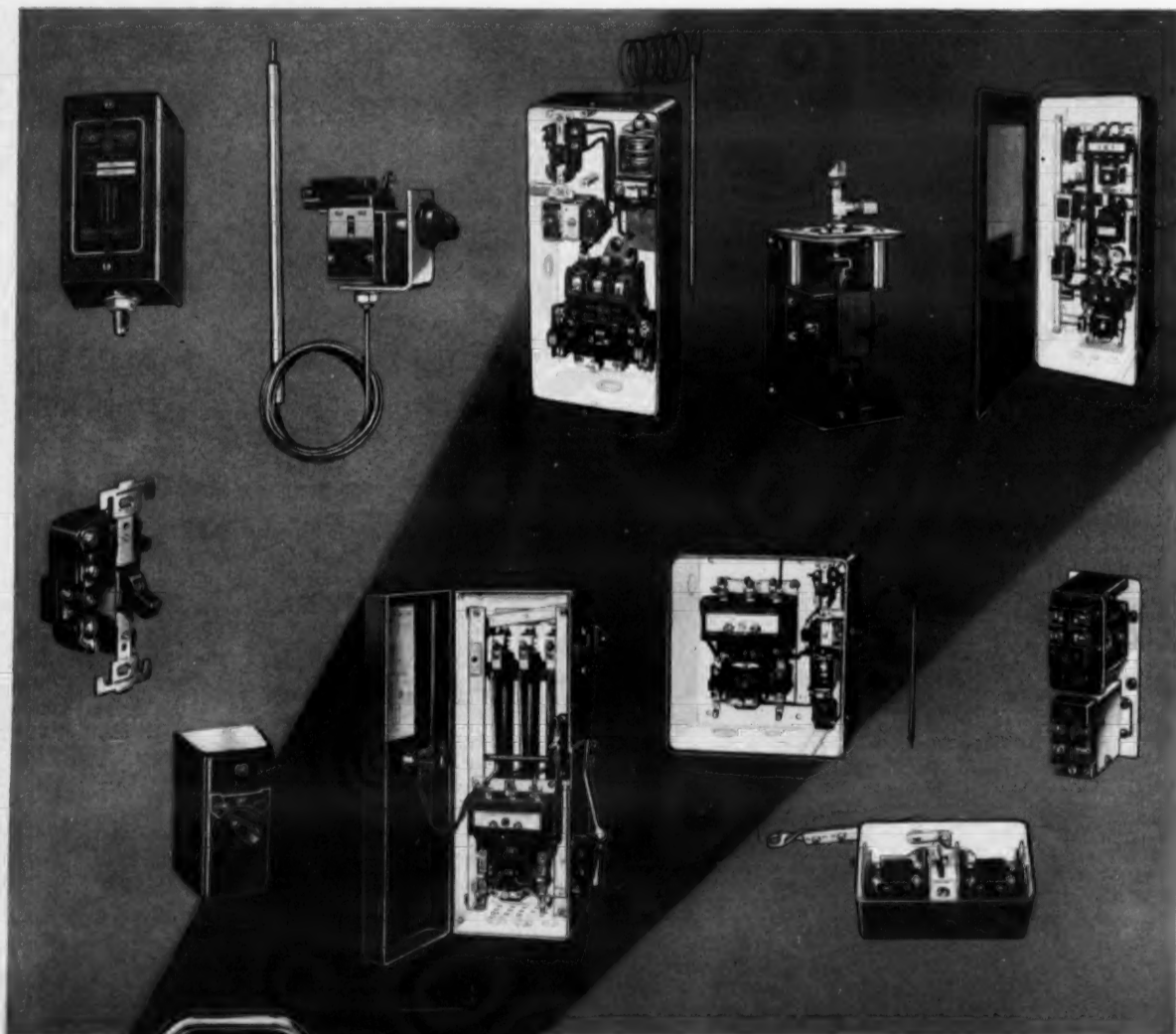
REFRIGERATION EQUIPMENT

Cooling method:		compartments	Model 14K5, 27.8; model 14K6, 38.2; 14K7, 39.2; model 14K9, 57.8; 14G2, 23.8; model 14G5, 33.6; 14G7, 46.4	Condenser: Type
Wrap around	Chest models; upright models, top and bottoms, sides partial			Finned
Other	Two permanent evaporator shelves			Models 14G5 and 14G7
Total sq. ft. of refrigerated surface exposed to food				Wrap around
				Model 14G2
				Forced convection
				All models except 14G2, which has natural convection
				Warning device:
				Light
				Yes
				Anti-sweat provisions around
				freezer opening
				Models 14K4, 14K6, 14K7, 14K9, 14G2, and 14G7
				CONSTRUCTION AND FINISH OF
				Cabinet
				Baked enamel
				Interior liner
				Aluminum
				Refrigerated shelves or plates
				Aluminum
				PROTECTION PLAN
				Warranty
				Five years on compressor

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Allen-Bradley Co., 1313 S. First St., Milwaukee 4, Wis.



Top row, left to right: Pressure Switch, Open Type Temperature Control, Air-conditioning Control Panel, Magnetic Release Valve, Automatic Compression Resistance Starter. Bottom row, left to right: Fractional Hp Starter, Push Button with Selector Switch, Manual Compression Resistance Starter, Special Control Panel, Mechanical Alternator, Pneumatic Timer.



ALLEN-BRADLEY
SOLENOID MOTOR CONTROLS

Harvest Queen (United)

United Refrigerator Co., Hudson, Wis.

Model No.	UF-171	UF-171	UF-172	UF-211	UF-211	UF-322
Chest or upright type	Upright	Upright	Upright	Upright	Upright	Upright

DIMENSIONS (In Inches)

Interior: Height	48½	40	48½	52	54½	45½
Width	29½	29½	29½	34	28½	47½
Depth	20½	21½	20½	21½*	22½	25½
Exterior: Height	68½	60½	68½	72½	69½	70
Width	35½	35½	35½	41½	35½	56
Depth	27½	32½†	27½	28½	31½†	35½†

*To door pan. †With doors and hardware.

CAPACITY (In Cu. Ft.)

Total	16.78	17.05	16.78	21.14	20.60	32.46
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INTERIOR EQUIPMENT

Shelves (No.)	4	3	4	4	4	4
Door or lid shelves (No.)		2			2	
Racks or service trays		3*			3†	
Non-refrigerated storage	No	Yes	No	No	Yes	No

*For juice cans. †Door rack.

INSULATION

Kind	Fiberglas					
Thickness: In Inches						
Top	3	3	3	3½	3½	3½
Sides	3	3	3	3½	3½	3½
Bottom	3½	3	3½	4	3½	4
Door (upright models)	3½	3½	3½	3½	3½	3½

LIDS OR DOORS

Outer doors or lids (No.)	1	1	2	1	1	2
Provision for locking?	Yes	Yes	Yes	Yes	Yes	Yes

WEIGHT (Lbs.)

Net	387	390	397	461	440	640
Shipping	446	420	456	518	500	749

REFRIGERATION EQUIPMENT

Cooling method:		Condenser: Type
Wrap around	Model UF-322	Finned
Models UF-171, UF-171, UF-172, UF-211, and UF-211, coiling in shelves, top, and bottom on all models		Models UF-171, UF-172, UF-211, and UF-322
Total sq. ft. of refrigerated surface exposed to food compartment	Models UF-171 and UF-172, 23.4; model UF-171, 31.5; model UF-211, 26.9; model UF-211, 43.7; model UF-322, 39.5	Stack type
Compressor:		Model UF-171
Make	Tecumseh	Forced convection
Sealed	Yes	Models UF-171, UF-172, UF-211, and UF-322
Location in cabinet	Models UF-171, UF-211, base mounted, rear; other models, lower compartment	Natural convection
Refrigerant	"Freon-22"	Model UF-171
Make of control	Ranco and Cutler-Hammer	Anti-sweat provisions around freezer opening
Accessible for user adjustment?	Yes	Yes
Location	Models UF-171 and UF-211, interior liner side wall; other models, unit compartment	CONSTRUCTION AND FINISH OF
		Cabinet
		Steel, Dulux baked enamel
		Interior liner
		Steel, Dulux baked enamel
		Refrigerated shelves or plates
		Steel, "Venta-Friez" shelves in pastel green on models UF-171 and UF-211
		PROTECTION PLAN
		Warranty
		One year on cabinet, five years on compressor
		Food insurance
		Optional
		SPECIAL FEATURES
		Models UF-171 and UF-211 have "Stow-Dor," trim in plastic pastel green. All shelves provide freezing surface.

Feco (Fowler Equipment Co.)

Fowler Equipment Co., 626 N. Highland Ave., Aurora, Ill.

Model No.	16	21	27
Chest or upright type	Chest	Chest	Chest
DIMENSIONS (In Inches)			
Interior: Height	27	27	27
Width	49½	64½	84
Depth	19	19	19
Exterior: Height	36½	36½	36½
Width	78½	93½	112½
Depth	28½	28½	28½

CAPACITY (In Cu. Ft.)

Total	15½	20	26
Freezing compartment(s)	2	3	4

INTERIOR EQUIPMENT

Partitions (No.)	1 or 2	2	3
Shelves (No.)	As desired	on all models	
Thermometer	Yes	Yes	Yes

INSULATION

Kind	Copr Fibre		
Thickness: (In Inches)			
Top	4	4	4
Sides	5	5	5
Bottom	7	7	7

LIDS OR DOORS

Outer doors or lids (No.)	1	1	2
Provision for locking?	Yes	Yes	Yes

WEIGHT (Lbs.)

Net	585	730	930
Shipping	600	745	945

PRICE, suggested retail \$475.00 \$556.81 \$650.37

REFRIGERATION EQUIPMENT

Cooling method	Plates	Finned	Yes
Compressor:		Natural convection	Yes

MakeServel or Tecumseh

TypeOpen or sealed

Open hp. ratingModel 16, ¼;
model 21, ½; model 27, ¾

Location in cabinetOn end of cabinet or remote

Slide outNo

Refrigerant“Freon-12”

Make of controlWhite-Rodgers

Accessible for user adjustment?Yes

LocationBeneath housing on end of cabinet for easy reach

Condenser: Type

Quickrez

Quickrez, Inc., Fond du Lac, Wis.

Model No.	Q9D	Q132D	Q168D	Q20D	Q42A
Chest or upright type	Chest	Chest	Chest	Chest	Upright
DIMENSIONS (In Inches)					
Interior: Height	28	28	28	28	28½
Width	34	46	57	69	17
Depth	20½	20½	20½	20½	16½
Exterior: Height	36	36	36	36	38½
Width	41	53	64	76	24
Depth	27½	27½	27½	27½	28

CAPACITY (In Cu. Ft.)

Total	9.0	13.2	16.8	20.0	4.2
Freezing compartment(s)	2.2	2.2	2.2	2.2	...

INTERIOR EQUIPMENT

Partitions (No.)	1	2	2	2	...
Shelves (No.)	3
Baskets (No.)	1	2	2	2	...
Racks or service trays (No.)	1
Light	Yes	Yes	Yes	Yes	No
Thermometer	Yes	Yes	Yes	Yes	No
Ice cube trays	...	As Accessory			

INSULATION

Kind	Fiberglas or Rock Wool				
Thickness: (In Inches)					
Top	2½	2½	2½	2½	3½
Sides	3½	3½	3½	3½	3½
Bottom	3	3½	3	3	4
Door (upright models)	3

LIDS OR DOORS

Outer doors or lids (No.)	1	1	1	1	1
Provision for locking?	Yes	Yes	Yes	Yes	No

WEIGHT (Lbs.)

Net	330	330	367	438	185
Shipping	355	390	475	535	210

PRICE, suggested retail \$319.95 \$419.95 \$464.95 \$559.95 \$189.95

REFRIGERATION EQUIPMENT

Cooling method	Wrap around	Total sq. ft. of refrigerated surface exposed to food compartment.....Model Q9D, 23.0; model Q132D, 29.4; Q168D, 35.2; model Q20D, 41.8; Q42A, 11			
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Compressor:

MakeTecumseh

SealedYes

Location in cabinetModel Q42A, bottom back; other models, right-hand end

RefrigerantModels Q168D and Q20D, “Freon-22”; other models, “Freon-12”

Accessible for user adjustment?Yes

LocationModel Q42A, inside; other models, right-hand front

Condenser:

Wrap aroundModels Q9D, Q132D, Q168D, and Q20D

Stack typeModel Q42A

Anti-sweat provisions around freezer openingModel Q42A

CONSTRUCTION AND FINISH OF

CabinetSteel, hi-bake synthetic enamel

Interior linerSteel, high-bake synthetic enamel

PROTECTION PLAN

WarrantyCabinet, 1 year; condensing unit, 5 years

Food insurance\$200 for 3 years included in list price

Admiral

Admiral Corp., Chicago, Ill.

Model No.	11DUF	18DUF	13DHF	13DHFS	17DHF	20DHF
Chest or upright type	Upright	Upright	Chest	Chest	Chest	Chest
DIMENSIONS (In Inches)						
Interior: Height	(*) 49%	49%	28	28	28	28
Width	(†) 23%	29%	13	13	13	13
Depth	18½	22½	46	46	57	69
Exterior: Height	60	69%	35%	35%	35%	35%
Width	30%	36	53½	53½	64½	76½
Depth	30%	30	32½	32½	32½	32½

*Storage. †Freezer.

CAPACITY (In Cu. Ft.)

Total	11.5	18.3	13.2	13.2	16.8	20.0
Freezing compartment	2.2	2.2	2.2	2.2

INTERIOR EQUIPMENT

Partitions (No.)	4	2	4	4
Shelves (No.)	5	3
Slide-out shelves (No.)	1
Door or lid shelves (No.)	4	3
Baskets (No.)	1	...	2	1	2	2
Racks or service trays	...	1
Light	No	Yes	Yes	No	Yes	Yes
Thermometer	No	No	Yes	No	Yes	Yes
Ice cube trays (No.)	4

INSULATION

Kind	Balsam Wool	Fiberglas				
Thickness: (In Inches)						
Top	3½	3	3	3	3	3
Sides	3½	3½	3½	3½	3½	3½
Bottom	3	3½	3½	3½	3½	3½
Door (upright models)	3½	3½

LIDS OR DOORS

Outer doors or lids (No.)	1	1	1	1	1	1
Provision for locking?	No	Yes	Yes	Yes	Yes	Yes

WEIGHT (Lbs.)

Net	500	340	340	367	438	438
Shipping	552	390	435	468	537	537

PRICE, suggested retail \$399.95 \$549.95 \$429.95 \$369.95 \$479.95 \$549.95

REFRIGERATION EQUIPMENT

Cooling method:	model 18DUF, partial (top and bottom of liner)	Refrigerated shelves	Models 11DUF and 18DUF
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Wrap aroundModels 13DHF, 13DHFS, 17DHF, and 20DHF;

Total sq. ft. of refrigerated surface exposed to food compartment.....Model 11DUF, 14; model 18DUF, 19.5; models 13DHF and 13DHFS, 34.02; model 17DHF, 39.23; 20DHF, 47.62

Compressor:

MakeTecumseh

SealedModel 11DUF; other models, semi-hermetic

Location in cabinetModel 11DUF, bottom rear; model 18DUF, bottom center; other models, bottom right

RefrigerantModel 11DUF, “Freon-12”; other models, “Freon-22”

Make of controlRanco

Accessible for user adjustment?Yes

LocationModel 11DUF, top front of cabinet; model 18DUF, lower front of cabinet; model 13DHFS, right rear; other models, right front of cabinet

Condenser: Type

Wrap aroundYes

Warning device:

LightModels 11DUF, 18DUF, 13DHF, 17DHF, and 20DHF

Anti-sweat provisions around freezer openingYes

CONSTRUCTION AND FINISH OF

CabinetModels 11DUF and 18DUF, one piece steel, vapor sealed, white enamel; models 13DHF, 13DHFS, 17DHF, 20DHF, welded steel, air tight, white enamel

Interior linerModel 11DUF, porcelain enamel, glacier blue; model 13DHFS, enamel, white; models 18DUF, 13DHF, 17DHF, and 20DHF, enamel, glacier blue

PROTECTION PLAN

WarrantyOne year on all parts, 4 years additional on sealed unit

Food insuranceYes, five years at no additional cost

Swing into the Peak Freezer Season with the MONEY-MAKING LINE...



BEN-HUR 16.8 Cu. Ft. Model 1754

***Also “America’s SAFEST” Freezer!**

The Ben-Hur Freezer has NEVER BEEN MADE that could be accidentally locked. The new 1954 “Push or Lift” Safety Latch, too, requires a definite manual effort from outside to secure it.

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And there's a BEN-HUR America's Finest FREEZER for every one of these families... Four great new chest-type models, 9, 13.2, 16.8, and 20 cubic foot sizes... Two beautiful new space-saving Uprights, 4.2 and 18 cubic foot capacities. And they're all rich in appealing beauty and color, new performance features that make them easier to sell... And backed by powerful National Advertising and the industry's most effective Dealer Merchandising Aids.

NEW... the Beautiful BEN-HUR 18 Cu. Ft. Space-Saver UPRIGHT

It's in production... the finest Upright Freezer of all — Ben-Hur Model R3418, with wonderful new convenience advantages, extra-storage shelves, and styling for modern kitchens.

IT'S AMERICAN TO BE INDEPENDENT

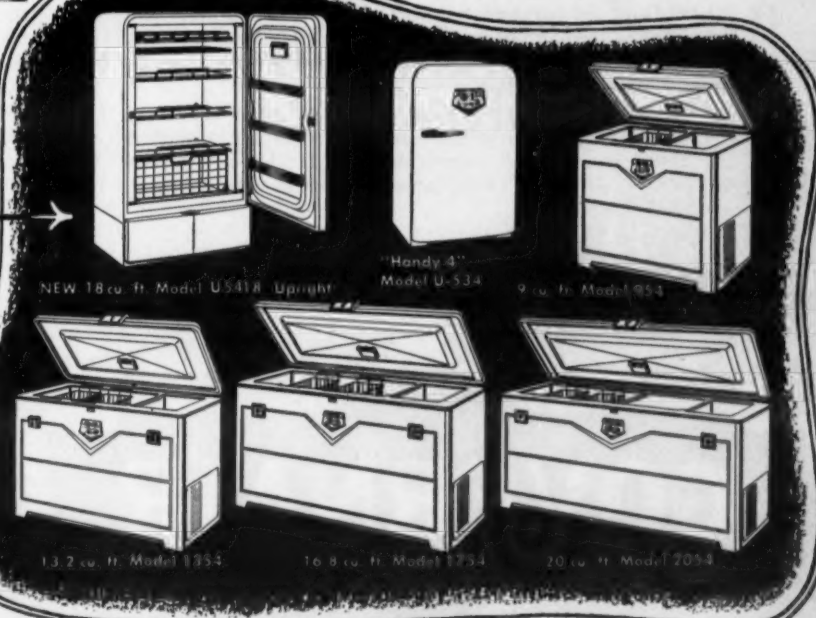
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Refrigeration Problems and their solution

by Paul Reed

For Service and Installation Engineers



Paul Reed

Spring Inspection (4)

One of the most important functions of the spring inspection, or other periodic inspections for that matter, is to test the system for leaks. If the receiver is equipped with a refrigerant gauge glass or other means of determining the level of the liquid, and if it is shown that the system is low on charge, the leak test must be especially thorough, for there certainly is a leak or leaks and they must therefore be found.

Not only is refrigerant expensive, but if the leaks are not found, a shortage of refrigerant may occur at a critical time, such as during the night or over a weekend, and loss of food may be even more expensive than the loss of refrigerant. No leak is too small to be disregarded. Fix the leak, and do not let it go until later.

An oily spot, particularly around gaskets and at screwed or soldered joints, strongly indicates that there is a leak at that point and a leak test there should be especially thorough.

ally thorough.

A "weeping" crankshaft seal is not a positive proof that the seal is leaking refrigerant, but the chances are that if it is leaking oil, it is also leaking refrigerant or may later, so the presence of oil around the seal must be viewed with extreme suspicion.

Oil and dirt should be wiped off all such places, whether around the seal or at gasketed, screwed, or soldered joints. Otherwise, they may give a false indication at a later inspection. Moreover, a clean surface facilitates the leak test.

Be sure that the halide torch is in good condition. Inspect the copper reactor ring. If it is badly corroded, put in a new one. See that it is in contact with the flame. See that the exploring tube is clean and that it is tight on the connection on the torch.

Do not use a high flame; a small flame is much more sensitive to small leaks. The flame should be only high enough to be in good contact with the reactor ring and to induce a positive flow of air through the exploring tube.

When testing a joint, pass the end of the tube all around the joint. A small leak may be overlooked if the tube is merely passed near the spot. It should pass slowly over all the joint.

When testing a shaft seal, go all around the seal, and if it is the outside type with a gasketed seal ring, test the gasketed joint also. Turn the compressor pulley and test all around the seal in each of several positions of the pulley.

Test all relief valves for leakage, particularly if they have once opened to discharge excessive pressure. Leaking relief valves are often the cause of loss of refrigerant. If they are leaking, replace them; do not cap them, for so doing may result in damage to the equipment or danger to the user.

AIR IN THE SYSTEM

If the operating head pressure appears suspiciously high, there may be air in the system. In fact, it is good practice to include a test for air in the system in the spring inspection as a matter of course, for it is difficult to guess what the head pressure should normally be.

First, close the receiver service valve and pump the system down to at least 20 in. of vacuum. This will assure better accuracy of the test and will also bring most of the air, if any, to the condenser, where it can be effectively purged. However, watch the head pressure while pumping down to be sure that the condenser and receiver will hold all the charge.

For air-cooled condensers: Put on an accurate high pressure gauge. Stop the machine and leave it off until the gauge reads as low as it will go, and until the condenser is cool.

Using two accurate and matched thermometers, attach one to the condenser tubes at or near the liquid outlet of the condenser, and insulate its bulb by wrapping some dry, clean cloth or felt around it. Hang the other thermometer within an inch or so of the condenser but not where it may be affected by heat from the motor or other source of heat. Keep the machine off until these two thermometers read the same, thus indicating that the condenser is down to room temperature. By this time, the head pressure gauge will have gone down to its minimum pressure reading.

From the saturation tables for the refrigerant used, find the temperature corresponding to the gauge pressure reading. This should be the same as the reading of each of the two thermometers. If the saturation temperature of the refrigerant, corresponding to the pressure, is higher than the readings of the thermometers, it is an indication of air or other non-condensable gases in the condenser.

Use refrigerant tables that read in increments of not more than two degrees. Tables expressed in five degree increments are not sufficiently accurate for this purpose.

(To Be Continued)

NAME PLATES

COMPRESSOR
NO. 2

Specialty manufactured for air conditioning and refrigeration requirements. Use these low-cost 2 1/2"x3 1/2" METAL name plates for labeling and identifying your installations. Over 100 standard refrigeration and air conditioning wordings available for immediate shipment. No minimum order required. FREE samples, quotations.

Jobber Inquiries Invited
SETON NAME PLATE CO., Dept. D
394 Central Ave., New Haven, Conn.

Home Freezer Specifications

Magic Pantry (Rhodes Refrigeration)

Rhodes Refrigeration Co., 10106 S. E. Stark, Portland, Ore.

Model No. WA-14 WA-18 WA-32C WA-40C
Chest or upright type Upright Upright Upright Upright

DIMENSIONS (In Inches)

Interior: Height	47 1/4	47 1/4	47 1/4	47 1/4
Width	24	30 1/2	54 1/2	67 1/2
Depth	24	24	24	24
Exterior: Height	67 1/2	67 1/2	67 1/2	67 1/2
Width	30 1/2	37 1/4	61 1/2	74 1/2
Depth	32 1/2	32 1/2	32 1/2	32 1/2

CAPACITY (In Cu. Ft.)

Total	14.39	18.39	32.46	40.46
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INTERIOR EQUIPMENT

Shelves (No.)	4	4	4	4
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INSULATION

Kind Fiberglass .24 K Factor

Thickness (In Inches)

Top	3 1/2	3 1/2	3 1/2	3 1/2
Sides	3 1/2	3 1/2	3 1/2	3 1/2
Bottom	3 1/2	3 1/2	3 1/2	3 1/2
Door (upright models)	3	3	3	3

LIDS OR DOORS

Outer doors or lids (No.)	1	1	2	2
Inner doors (No.)	4	4	8	8
Provision for locking?	Yes	Yes	Yes	Yes

WEIGHT (Lbs.)

Net	245	285	500	583
Shipping	362	398	617	700

PRICE, suggested retail	\$549.95	\$669.95	\$899.50	\$999.50
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REFRIGERATION EQUIPMENT

Cooling method.....Each shelf top and bottom refrigerated
Total sq. ft. of refrigerated surface exposed to food compartment.....Model WA-14, 32; WA-18, 40.8; WA-32C, 72; WA-40C, 89.6

Compressor:

MakeTecumseh
SealedYes
Location in cabinet.....Base
Refrigerant“Freon-22”
Make of controlG-E
Accessible for user adjustment?Yes
LocationFront panel

Condenser: Type

FinnedYes
Forced convectionYes

Warning device:
LightAdaptable
Anti-Sweat provisions around freezer openingYes

CONSTRUCTION AND FINISH OF Cabinet.....All aluminum, Dulux baked enamel

Interior liner.....All aluminum, stucco embossed

Refrigerated shelves or plates.....All aluminum, stucco embossed

PROTECTION PLAN

Warranty.....5 years on unit. Lifetime on aluminum parts

Food insurance.....Included in list price

SPECIAL FEATURES

Full floating doors. Equal tension on all four corners to prevent warpage.

Marquette

Marquette Appliances, Inc., 307 East Hennepin Ave., Minneapolis, Minn.

Model No. 11UA 15UA 9CA 15CA 22CA
Chest or upright type Upright Upright Chest Chest Chest

DIMENSIONS (In Inches)

Interior: Height	48 1/2	48 1/2	27 1/2	27 1/2	27 1/2
Width	24 1/2	24 1/2	36 1/2	56	81
Depth	16 1/2	23 1/2	19 1/2	19 1/2	19 1/2
Exterior: Height	59 1/2	64 1/2	36	36	36
Width	30 1/2	30 1/2	44	64	89
Depth	27 1/2	31 1/2	27 1/2	27 1/2	27 1/2

CAPACITY (In Cu. Ft.)

Total	11.0	15.5	9.2	15.5	22.0
Freezing compartment(s) (lbs.)	87 1/2	87 1/2	87 1/2

INTERIOR EQUIPMENT

Partitions (No.)	1	1	1
Shelves (No.)	4	4
Door or lid shelves (No.)	3	3
Baskets (No.)	1	1	2	3
Racks or service trays (No.)	2	3	4
Light	Yes	Yes	Yes	Yes	Yes

INSULATION

Kind Glass Fibre

Thickness (In Inches)
Top	3	3	3	3	3
Sides	3	3	3	3	3
Bottom	3	3	3	3	3
Door (upright models)	3	3

LIDS OR DOORS

Outer doors or lids (No.)	1	1	1	1	2
Provision for locking?	Opt.	Opt.	Yes	Yes	Yes

WEIGHT (Lbs.)

Net	274	324	258	343	452
Shipping	330	390	325	440	575

PRICE, suggested retail	\$389.95	\$489.95	\$329.95	\$434.95	\$569.95
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REFRIGERATION EQUIPMENT

Cooling method.....Five sub-zero freezing plates, each shelf is refrigerated
Total sq. ft. of refrigerated surface exposed to food compartment.....Model 11UA, 11.8; model 15UA, 16.9; 9CA, 18.9; model 15CA, 22.8; 22CA, 36.2

Compressor:

MakeTecumseh
SealedYes
Location in cabinet.....Models 11UA and 15UA, center, bottom, rear; model 9CA, bottom; models 15CA and 22CA, left

Slide outYes

Refrigerant.....Models 11UA, 15UA, and 9CA, “Freon-12”; models 15CA and 22CA, “Freon-22”

Make of control.....Ranco
Accessible for user adjustment?Yes

LocationModels 11UA and 15UA, top center of cabinet; chest models, inside removable freezing compartment grille

Condenser: Type
FinnedModel 22CA
Wrap around.....Models 11UA, 15UA, 9CA, and 15CA

Anti-sweat provisions around freezer openingModels 11UA, 15UA, and 22CA

CONSTRUCTION AND FINISH OF Cabinet.....All steel, welded into one piece construction, Dulux enamel

Interior liner.....All steel, welded into one piece, Dulux enamel

Refrigerated shelves or platesModel 11UA, 5; model 15UA, 5

PROTECTION PLAN

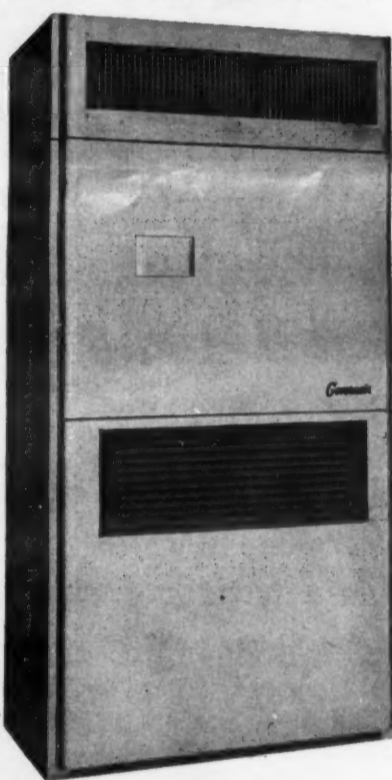
Warranty.....One year on entire freezer, additional 4 years on hermetic motor compressor

Food insurance.....\$250 food spoilage warranty included in price

SPECIAL FEATURES

Gold trim on leading edge of each shelf, cabinet trim and inner door panel are styled in Tonka green. Counterbalanced lid with one-piece balloon-type gasket.

An "Upright" Air Conditioner!



Governair
Type SC
Conditioner

Yes, this is an upright Governair self-contained conditioner—but that's not the reason for the halo.

The halo is there because this air conditioner behaves itself! Built to perform true air conditioning quietly and efficiently... it does just that! Flexibility, compact design, easy installation, dependability and economy are among its many virtues.

Available in capacities from 3 to 15 tons, the Governair Type SC Conditioner is the answer to your air conditioning needs in commerce, institutions, factories and homes. Choose Governair... originators* of completely packaged air conditioners!



COMPLETELY PACKAGED
AIR CONDITIONERS



BLAST COILS FOR
HEATING & COOLING



EVAPORATIVE
CONDENSERS

GOVERNNAIR

*Type SCU Conditioners Patent No. 2,297,928

GOVERNNAIR CORPORATION • 513 N. Blackwelder • Oklahoma City, Okla.

Home Freezer Specifications

Ranney (Private Label)

Ranney Refrigerator Co., Greenville, Mich.

Model No.	C-17	D-17	D-15½
Chest or upright type	Upright	Upright	Upright
DIMENSIONS (In Inches)			
Interior: Height	53½	53½	53½
Width	25	25	25
Depth	22½	22½	22½
Exterior: Height	72½	72½	63
Width	32	32	32
Depth	31½	30½	31½
CAPACITY (In Cu. Ft.)			
Total	16.86	16.86	15.56
INTERIOR EQUIPMENT			
Shelves (No.)	4	4	4
Door or lid shelves (No.)	4	4	4
Baskets (No.)	2	2	1
Special racks or service trays (No.)	1	1	1
INSULATION			
Kind	Laminar #453		
Thickness: (In Inches)			
Top	3½	3½	3½
Sides	3½	3½	3½
Bottom	3½	3½	3½
Door (upright models)	3	3	3
LIDS OR DOORS			
Outer doors or lids (No.)	1	1	1
Provision for locking?	Yes	Yes	Yes
WEIGHT (Lbs.)			
Net	337	334	305
Shipping	391	388	359

REFRIGERATION EQUIPMENT

Cooling method.....Wrap around and shelves

Total sq. ft. of refrigerated surface exposed to food compartment.....Model C-17, 34.9; model D-17, 33.4; D-15½, 32.8

Compressor:

Make.....Tecumseh

Sealed.....Yes

Location in cabinet.....Models C-17 and D-17, bottom; model D-15½, step

Refrigerant.....Model C-17, "Freon-22"; models D-17 and D-15½, "Freon-12"

Make of control.....Ranco

Accessible for user adjustment?.....Yes

Location.....Models C-17 and D-17, behind machine compartment; model D-15½, behind kickplate

Condenser: Type

Finned.....Model C-17

Wrap around.....Models D-17, D-15½

Forced convection.....Model C-17

Natural convection.....Models D-17 and D-15½

Warning device:

Light.....Model D-17

Anti-sweat provisions around freezer opening.....Yes

CONSTRUCTION AND FINISH OF

Cabinet.....Steel, Dulux white

Interior liner.....Aluminum

Refrigerated shelves or plates.....Aluminum

PROTECTION PLAN

Warranty.....Varies with customer

Food insurance.....Varies with customer

SPECIAL FEATURES

All D models equipped with hot-wall condenser.

Wizard (Western Auto)

Western Auto Supply Co., 2107 Grand Ave., Kansas City, Mo.

Model No.	2J1409	2J1411	2J1415	2JF1416	2J1422
Chest or upright type	Chest	Upright	Chest	Upright	Chest
DIMENSIONS (In Inches)					
Interior: Height	27½	48	27½	48	27½
Width	36½	22½	56	22½	81
Depth	19½	20½	19½	23½	19½
Exterior: Height	36	59½	36	59½	36
Width	44½	30½	64	30½	89
Depth	27½	28½	27½	31½	27½
CAPACITY (In Cu. Ft.)					
Total	9.0	11.0	15.0	15.5	22.0
INTERIOR EQUIPMENT					
Partitions (No.)	1	2	2	2	3
Shelves (No.)	4	4	4	4	4
Door or lid shelves (No.)	3	3	3	3	3
Baskets (No.)	1	1	2	1	3
Light	Yes	Yes	Yes	Yes	Yes (2)
INSULATION					
Kind	Glass fiber				
Thickness: (In Inches)					
Top	3	3	3	3	3
Sides	3½	3	3½	3	3½
Bottom	4	3	4	3	4
Door (upright models)	3	3	3	3	3
LIDS OR DOORS					
Outer doors or lids (No.)	1	1	1	1	2
Provision for locking?	Yes	Yes	Yes	Yes	Yes (2)
WEIGHT (Lbs.)					
Net	282	252	360	352	484
Shipping	313	320	415	420	556
PRICE, suggested retail					
	\$269.95	\$289.95	\$319.95	\$329.95	\$439.95

REFRIGERATION EQUIPMENT

Cooling method.....Models 2J1409, 2J1415, and 2J1422, wrap around; other models, cold shelf

Total sq. ft. of refrigerated surface exposed to food compartment.....Model 2J1409, 20.28; model 2J1411, 15.16; 2J1415, 27.64; model 2JF1416, 21.95; 2J1422, 36.92

Compressor:

Make.....Tecumseh

Sealed.....Yes

Location in cabinet.....Models 2J1411 and 2JF1416, rear; other models, lower left

Refrigerant.....Models 2J1415 and 2J1422, "Freon-22"; other models, "Freon-12"

Make of control.....Ranco

Accessible for user adjustment?.....Yes

Location.....Models 2J1411 and 2JF1416, top of breaker; other models, front

Condenser: Type

Finned.....Model 2J1422

Wrap around.....Models 2J1409, 2J1411, 2J1415, and 2JF1416

Forced convection.....Model 2J1422

Natural convection.....Models 2J1409, 2J1411, 2J1415, and 2JF1416

Warning device:

Light.....Models 2J1409, 2J1415, and 2J1422

Anti-sweat provisions around freezer opening.....Yes

CONSTRUCTION AND FINISH OF

Cabinet.....Dulux

Interior liner.....Dulux

Refrigerated shelves or plates.....Chests; all steel hot tar dipped after assembly; uprights, open coil shelves grid supported

PROTECTION PLAN

Warranty.....All parts 1 year and 5 years on refrigeration system

SPECIAL FEATURES

Wizard "Safe Glow Sentinel" warning device. Colored breaker strips and inner door panels; sweatproof construction on all models.

M W Home Freezers

Montgomery Ward & Co., 619 W. Chicago Ave., Chicago 7, Ill.

Model No. 284 2144 2194 2254 2154 2123

Chest or upright type.... Chest Chest Chest Chest Chest Upright

DIMENSIONS (In Inches)

Interior: Height (°) 19½ 24½ 19½ 15

Width (°) 24½ 31½ 31½ 31½ 27½

Depth (°) 17½ 30½ 17½ 14½

Exterior: Height (°) 30½ 30½ 30½ 30½ 41½

Width (°) 19½ 19½ 19½ 19½ 19½

Depth (°) 19½ 19½ 19½ 19½ 19½

*Small. †Medium. ‡Large.

CAPACITY (In Cu. Ft.)

Total 8.2 14.4 18.9 25.1 15.5 12.0

Freezing compartment(s)..... 1.0 2.0 2.0 3.0 2.0 5.0

INTERIOR EQUIPMENT

Partitions (No.) 1 1 2 1 4

Shelves (No.) 4 4 4 4 4

Door or lid shelves (No.)..... 2 2 2 2 1

Baskets (No.) 1 1 1 1 1

Racks or service trays..... Yes Yes Yes Yes No

Light Yes Yes Yes Yes No

Ice cube trays (No.) 2 2 2 2 2

INSULATION

Kind Fiberglass

Thickness (In Inches)

Top Maximum 2½ Super Dense

Sides Maximum 3½

Bottom Maximum 3½

Door (upright) (Max.)..... 3½

LIDS OR DOORS

Outer doors or lids (No.)..... 1 1 2 2 1 1

Provision for locking..... Yes Yes Yes Yes Yes No

WEIGHT (Lbs.)

Shipping 308 415 530 727 425 337

PRICE, suggested retail..... \$229.95 \$324.95 \$399.95 \$499.95 \$337.95 \$299.95

REFRIGERATION EQUIPMENT

Cooling method:

Wrap around.....Models 284, 2144, 2194, 2254, and 2154

Other.....Model 2123, shelves refrigerated

Compressor:

Make Tecumseh

Sealed Yes

Location in cabinet.....Model 284, center; models 2144, 2194, 2254, and 2154, left; model 2123, bottom center

Slide out Model 284

Refrigerant Models 284, 2144, "Freon-12"; other models, "Freon-22"

Make of control Ranco

Accessible for user adjustment?.....Yes

Location.....Models 284, 2144, 2194, and 2254, top back of cabinet; model 2154, front; model 2123, top center of breaker strip

Condenser: Type

Finned Model 2254

Wrap around.....Models 284, 2144, 2194, and 2154

Stack Model 2123

Forced convection.....Model 2254

Natural convection.....Models 284, 2144, 2194, 2154, 2123

Anti-sweat provisions around freezer opening.....Yes

CONSTRUCTION AND FINISH OF

Cabinet.....Steel, one-piece wrap around, baked enamel

Interior liner.....Steel, wrap around, baked-on enamel

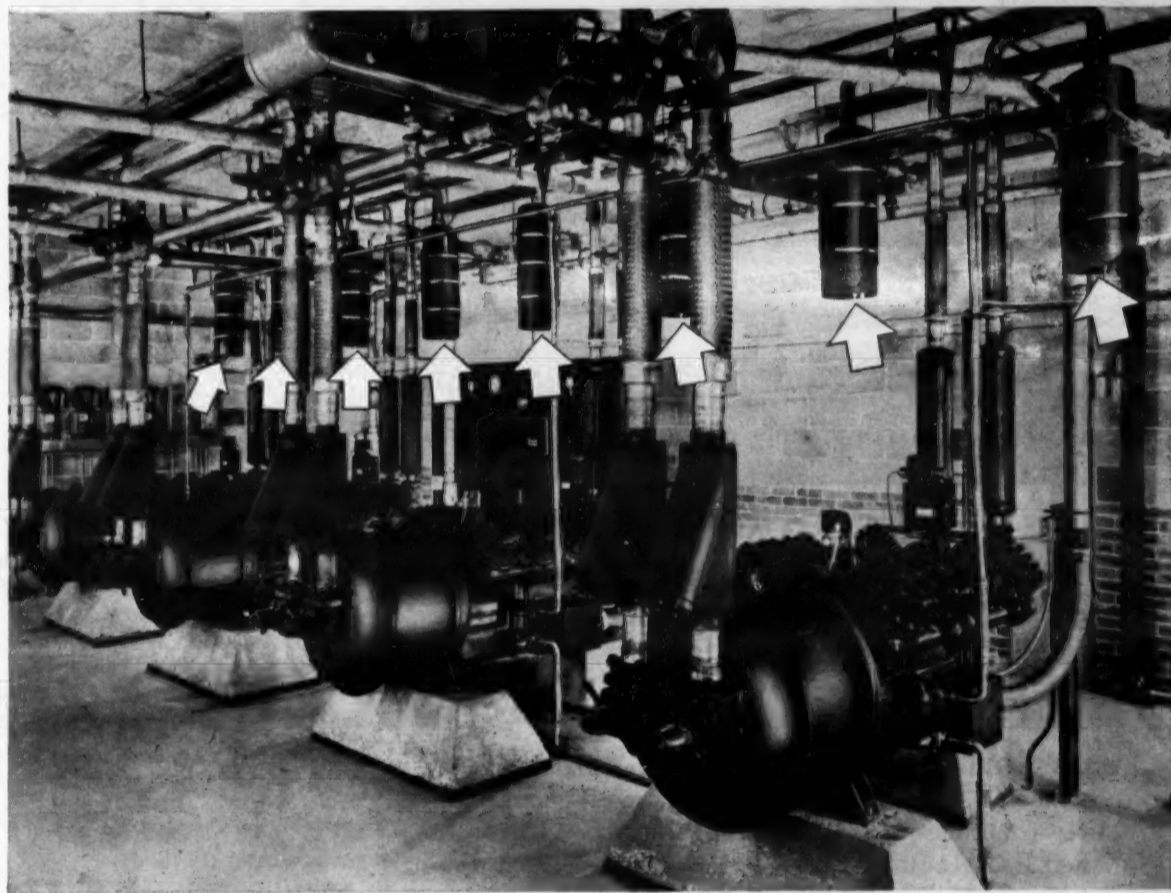
Refrigerated shelves or plates Model 2123, 4

PROTECTION PLAN

Warranty Five years

SPECIAL FEATURES

Model 2123 has juice rack.



Temprite Oil Separators maintain high efficiency of air conditioning system at Denver Post!

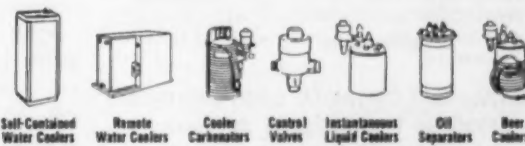
Keep oil away from the low side and in the compressor where it belongs! Lower temperatures are then easily reached, the compressor operates on minimum time only, and the crankcase oil level remains constant. The refrigerant remains at its true boiling point—heat transfer is increased 15% to 20%—and the expansion valve operates more efficiently, free from oil, dirt and corrosion. Do it all with a Temprite Oil Separator.

The Denver Post air conditioning system, installed by the T. C. Alexander Company of Denver, has been in operation for 3½ years, performing at very high over-all efficiency—thanks, in large measure, to eight Temprite Oil Separators (two to each 100 ton machine).



Temprite Oil Separators are available in sizes from 1/6 to 150 tons.

Temprite



PRODUCTS CORPORATION ★ BIRMINGHAM, MICHIGAN

TEMPRITE PRODUCTS CORP.

P.O. Box 72A, Birmingham, Michigan

☐ Please send me complete data on Temprite Oil Separators

☐ Ask your representative to call

Name.....

Address.....

City.....

Loudon

Loudon Mfg. & Sales, Inc., 2524 27th Ave. So., Minneapolis, Minn.

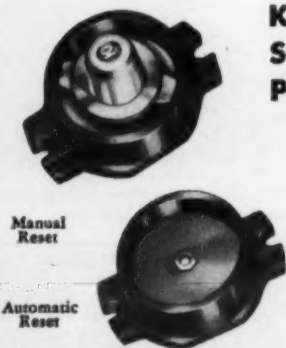
Model No.	9	15	22	11	15.5	20	22	28	40
Chest or upright type	Chest	Chest	Chest	Upright	Upright	Upright	Upright	Upright	Upright
DIMENSIONS (In Inches)									
Exterior: Height	36	36	36	59 1/2	64 1/2	70	75	77	77
Width	44	64	89	30 1/2	30 1/2	43	42 1/2	51	74
Depth	31 1/2	31 1/2	31 1/2	37 1/2	31 1/2	28	27 1/2	29 1/2	30
CAPACITY (In Cu. Ft.)									
Total	9.2	15.5	22.0	11.0	15.5	20.0	22.0	28.0	40.0
INTERIOR EQUIPMENT									
Partitions (No.)	1	1	1	1	1	1	1	1	1
Shelves (No.)	1	1	1	1	1	1	1	1	1
Baskets (No.)	1	1	1	1	1	1	1	1	1
Special racks or service trays (No.)	1	1	1	1	1	1	1	1	1
Light	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes	Yes
INSULATION									
Kind	Density Glass Fibre			Fiberglass			Rockwool		
Thickness: (In Inches)									
Top	3 1/2	3 1/2	3 1/2	3 1/2	3 1/2	3 1/2	4	4	4
Sides	3 1/2	3 1/2	3 1/2	3 1/2	3 1/2	3 1/2	4	4	4
Bottom	3 1/2	3 1/2	3 1/2	3 1/2	3 1/2	3 1/2	4	4	4
Door (upright models)	3 1/2	3 1/2	3 1/2	3 1/2	3 1/2	3 1/2	4	4	4
LIDS OR DOORS									
Outer doors or lids (No.)	1	1	2	1	1	1	1	1	1
Provision for locking?	Yes	Yes	Yes	No	No	Yes	Yes	Yes	Yes
WEIGHT (Lbs.)									
Shipping	345	440	575	345	400	515	485	610	900



Motor Repairman Says KLIXON Protectors Turn Major Repairs Into Little Ones

DETROIT, MICH.: Mr. Bruce W. Palmer, president of the Palmer Electric Company, oldest electrical contract and repair business in Detroit — knows how well Klixon Inherent Overheat Protectors prevent motor burnouts from long experience. He sees them in hundreds of motors every year. Uses them himself in manufacturing the Palmer Beverage Coolers. He says:

"No device is more secure for protecting motors against burnouts than a KLIXON Protector. We find motors protected with a Klixon usually require only minor repairs, while those not so equipped develop major repair problems."



Klixon Protectors Reduce Service Calls and Repairs by Preventing Motor Burnouts

The KLIXON Protector, illustrated, is built into the motor by the manufacturer. In such equipment as refrigerators, oil burners, washing machines, etc., they keep motors working by preventing burnouts. If you would like increased customer preference, reduced service calls and minimized repairs and replacements, it will pay you well to ask for equipment with KLIXON Protectors.

METALS & CONTROLS CORPORATION
SPENCER THERMOSTAT DIVISION
2405 FOREST STREET, ATTLEBORO, MASS.

KLIXON
TRADE MARK REG. U.S. PAT. OFF.

Coldspot (Sears Roebuck)

Seeger Refrigerator Co., St. Paul, Minn.

Model No.	41104	41110	41114	41120	42111
Chest or upright type.....	Chest	Chest	Chest	Chest	Upright
DIMENSIONS (In Inches)					
Interior: Height	(* 18% (†	29 16%	29 16%	29 16%	52%
Width	(* 25% (†	21% 12%	34% 12%	50% 12%	24%
Depth	14% 36	20% 36	20% 36	20% 36	15% 61%
Exterior: Height	36	36	36	36	61%
Width	32% 24	41% 32%	54% 32%	70% 32%	30% 29%
Depth	24	32%	32%	32%	29%
*Storage. †Freezer.					
CAPACITY (In Cu. Ft.)					
Total	4.1	9.9	14.7	20.0	11.4
Freezing compartment(s)	2.5	2.5	2.5
INTERIOR EQUIPMENT					
Partitions (No.)	1	2	3	4
Shelves (No.)	4
Door or lid shelves (No.)....	2
Baskets (No.)	1	2	3
Special racks or service trays.	1	1
Drawers (No.)	1
Light	No	Yes	Yes	Yes	No
Thermometer	No	Yes	Yes	Yes	No
Other	Frost Scraper				
INSULATION					
Kind	Fiberglas 3½-lb. Density				Fiberglas or Mineral Wool
Top	1% 3 3½	2% 3 3½	2% 3 3½	2% 3 3½	3 3 3½
Sides	3	3	3	3	3
Bottom	3½	3½	3½	3½	3½
Door (upright models)	4
LIDS OR DOORS					
Outer doors or lids (No.)....	1 No	1 Yes	1 Yes	1 Yes	1 Yes
Provision for locking?.....	No	Yes	Yes	Yes	Yes
WEIGHT (Lbs.)					
Net	230	300	370	410	290
Shipping	250	345	430	508	350
PRICE, suggested retail	\$179.50	\$279.95	\$359.95	\$459.95	\$284.95

REFRIGERATION EQUIPMENT		Wrap around.....Models 41110, 41114, and 41120	
Cooling method:		Natural convectionYes
Wrap around.....	All models except 42111, which has refrigerated shelves	Warning deviceTemperature indicator
Total sq. ft. of refrigerated surface exposed to food compartment....	Model 41104, 12.9; model 41110, 23.3; 41114, 30.7; model 41120, 39.1; 42111, 15.2	Anti-sweat provisions around freezer opening.....	Models 41110, 41114, 41120, and 42111
CONSTRUCTION AND FINISH OF			
Compressor:		CabinetHorizontal wrapper, welded, sealed, baked synthetic enamel, except model 42111, which has vertical wrapper, welded, sealed, baked synthetic enamel
MakeModels 41104, 41110, and 42111, Seeger; others, Tecumseh	Interior liner....	Seam welded, porcelain enamel, green stippled except model 42111, which has two coats green porcelain
SealedYes	Refrigerated shelves or platesModel 42111, aluminum
Location in cabinet....	Model 41104, bottom; model 42111, bottom rear; other models, right-hand bottom	PROTECTION PLAN	
Slide outModel 42111	Warranty.....	One year on complete freezer; 4 years additional on sealed system
Refrigerant.....	Models 41114 and 41120, "Freon-22"; other models, "Freon-12"	Food insurance....	Adjustments made as occasion arises
Make of control.....	Ranco or Cutler-Hammer	SPECIAL FEATURES	
Accessible for user adjustment?Yes	Anti-sweat device in lid on models 41110, 41114, and 41120; defrost drain on model 42111.	
Location....	Model 41104, top, rear; models 41110, 41114, and 41120, front, lower right hand; model 42111, liner, right-hand front		
Condenser:			
TypeTube and wire on models 41104 and 42111		

Orley

Orley Bros. Co., Inc., 475 Schaefer, Detroit 17, Mich.

Model No.	CM8	EC15	EC21	CM16	EU15	EU22
Chest or upright type	Chest	Chest	Chest	Chest	Upright	Upright
DIMENSIONS (In Inches)						
Interior: Height	(*) 20	30	30	20	42 1/2	49 1/2
Width	(*) 28	30 1/2	48 1/2	61	27 1/2	33 1/2
Depth	22 1/2	20 1/2	20 1/2	22 1/2	23 1/2	20
Exterior: Height	36	37 1/2	37 1/2	36 1/2	62	71 1/2
Width	33	54	72	66	37 1/2	41
Depth	31 1/2	30 1/2	30 1/2	31 1/2	32 1/2	30 1/2
*Storage. †Freezer.						
CAPACITY (In Cu. Ft.)						
Total	7.5	14.1	20.3	16.1	14.35	21.5
Freezing compartment	0.8	3.3	3.3	0.8
INTERIOR EQUIPMENT						
Partitions (No.)	1	1	1	1	1	1
Shelves (No.)	2	2	2	2	4	4
Baskets (No.)	3	4	4	2	2	2
Racks or service trays	1	1	1	1	1	1
Light	No	Yes	Yes	No	No	No
Non-refrigerated storage	No	No	No	No	No	Yes
INSULATION						
Kind	High Density Fiberglass					
Thickness: (In Inches)						
Top	2	2 1/2	2 1/2	2	3	3
Sides	2 1/2	3	3	2 1/2	3	3
Bottom	2	3	3	2	3	3
Door (upright models)	2	3	3	2	3	4
LIDS OR DOORS						
Outer doors or lids (no.)	1	1	1	2	1	...
Provision for locking?	Yes	Yes	Yes	Yes	Yes	Yes
WEIGHT (Lbs.)						
Net	205	287	349	350	343	...
Shipping	265	372	439	420	435	410

REFRIGERATION EQUIPMENT

Cooling method:	Wrap around....Models CM8, EC15, EC21, and CM16		
Shelves and plates.....	Models EU15 and EU22		
Total sq. ft. of refrigerated surface exposed to food compartment.....	Model CM8, 18.8; model EC15, 25.2; EC21, 32.7; models CM16 and EU15, 27.0; model EU22, 32.0		
Compressor:			
Make	Tecumseh		
Sealed	Yes		
Location in cabinet	Bottom		
Refrigerant	Model CM-8, "Freon-12"; other models, "Freon-22"		
Make of control.....	Ranco		
Accessible for user adjustment?	Yes		
Location	Models CM8 and CM16, rear; other models, front		
Condenser: Type			
Finned	Yes		
Forced convection....	Models EC15, EC21, CM16, EU15, and EU22		
Natural convection.....	Model CM8		
Warning device:			
Light	Models EC15, EC21, EU15, and EU22		
Anti-sweat provisions around freezer opening	Yes		
CONSTRUCTION AND FINISH OF			
Cabinet.....	White enamel on welded phosphatized steel		
Interior liner.....	Aluminum, stucco finish		
Refrigerated shelves or plates.....	Aluminum, stucco finish		
PROTECTION PLAN			
Warranty	Five-year standard refrigeration		
Food insurance	Included		

Home Freezer Specifications

Sub-Zero

Sub-Zero Freezer Co., Inc., Route 3, Madison, Wis.

Model No.	16	18.5	21	26	32
Chest or upright type	Upright	Upright	Upright	Upright	Upright

DIMENSIONS (In Inches)

Interior: Height	50	50	50	50	50
Width	27	31	35	43	56
Depth	20 1/4	20 1/4	20 1/4	20 1/4	20 1/4
Exterior: Height	72	72	72	72	72
Width	34	38	42	50	63
Depth	28	28	28	28	28

CAPACITY (In Cu. Ft.)

Total	16	18.4	20.8	25.5	33.2
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INTERIOR EQUIPMENT

Shelves (No.)	3	3	3	3	3
---------------	---	---	---	---	---

INSULATION

Kind	Fiberglas No. 513-3%#				
Thickness: (In Inches)					
Top	4	4	4	4	4
Sides	3 1/2	3 1/2	3 1/2	3 1/2	3 1/2
Bottom	4	4	4	4	4
Door (upright models)	4	4	4	4	4

LIDS OR DOORS

Outer doors or lids (No.)	1	1	1	1	2
Inner doors (No.)	4	4	4	4	8
Provision for locking?	Yes	Yes	Yes	Yes	Yes

WEIGHT (Lbs.)

Net	320	352	364	402	485
Shipping	400	435	454	502	600

PRICE, suggested retail	\$519	\$554	\$599	\$739	\$819
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REFRIGERATION EQUIPMENT

Cooling method	Tubing on shelves, top & bottom				
Warning device:	Light				
Anti-sweat provisions around freezer opening	Yes				

Total sq. ft. of refrigerated surface exposed to food compartment Model 16, 19.1; 18.5, 22.1; 21, 22.1; 26, 25; 32, 30

Compressor:

Make	Tecumseh				
Sealed	Yes				
Location in cabinet	Bottom				
Refrigerant	"Freon-22"				
Make of control	Ranco				
Accessible for user adjustment?	Yes				
Location	Front, behind compressor cover				

Condenser: Type

Finned	Yes				
--------	-----	--	--	--	--

Col-Temp (Simplex Mfg. Co.)

Simplex Mfg. Co., 1135 Third St., Oakland, Calif.

Model No.	17	22	28	40
Chest or upright type	Upright	Upright	Upright	Upright

DIMENSIONS (In Inches)

Interior: Height	49	54	56	56
Width	28	34 1/2	43	66
Depth	20	19 1/2	21 1/2	22
Exterior: Height	70	75	77	77
Width	36	42 1/2	51	74
Depth*	28	27 1/2	29 1/2	30

*Add 2 1/2 in. to depth for over-all dimensions.

CAPACITY (In Cu. Ft.)

Total	16.5	22	28	40
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INTERIOR EQUIPMENT

Shelves (No.)	3	3	3	3
Light	Yes	Yes	Yes	Yes

INSULATION

Kind	Spintex			
Thickness (In Inches)				
Top	4	4	4	4
Sides	4	4	4	4
Bottom	5	5	5	5
Door (upright models)	4	4	4	4

LIDS OR DOORS

Outer doors or lids (No.)	1	1	1	2
Inner doors (No.)	4	4	4	4
Provision for locking?	Yes	Yes	Yes	Yes

WEIGHT (Lbs.)

Net	400	450	570	850
Shipping	420	485	610	900

PRICE, suggested retail	\$599.50	\$679.50	\$729.50	\$1,145.00
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REFRIGERATION EQUIPMENT

Cooling method	Plates			
Compressor:				
Make	Tecumseh			
Sealed	Yes			
Location in cabinet	Bottom			
Refrigerant	"Freon-22"			
Make of control	White-Rodgers			
Accessible for user adjustment	Yes			
Location	Unit compartment			

Condenser: Forced convection.....Yes
Anti-sweat provisions around freezer opening.....Yes

CONSTRUCTION AND FINISH OF Cabinet.....All steel baked Dulux Interior liner.....Stucco aluminum

PROTECTION PLAN

Warranty.....5 years on compressor
Food insurance.....5-year optional

Foster

Foster Refrigerator Corp., Hudson, N. Y.

Model No.	LR14-U	LR18-U	LR25-U	LR30-U	LR35-U
Chest or upright type	Upright	Upright	Upright	Upright	Upright

DIMENSIONS (In Inches)

Interior: Height	72	72	72	72	72
Width	29 1/2	39	52	58	67
Depth	31 1/2	31 1/2	31 1/2	31 1/2	31 1/2
Exterior: Height	47	47	47	47	47
Width	21 1/2	31	44	50	59
Depth	21	21	21	21	21

CAPACITY (In Cu. Ft.)

Total	13.0	18.2	25.5	29.6	34.3
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INTERIOR EQUIPMENT

Shelves (No.)	3	2	2	4	4
---------------	---	---	---	---	---

INSULATION

Kind	Fiberglas				
Thickness: (In Inches)					
Top	4	4	4	4	4
Sides	4	4	4	4	4
Bottom	4	4	4	4	4
Door (upright models)	2 1/2	2 1/2	2 1/2	2 1/2	2 1/2

LIDS OR DOORS

Outer doors or lids (No.)	1	1	1	2	2
Inner doors (No.)	2	3	3	6	6
Provision for locking?	Yes	Yes	Yes	Yes	Yes

Everfrost (Anderson & Wagner)

Anderson & Wagner, Inc., P. O. Box 128, 14815 S. Broadway, Gardena, Calif.

Model No.	EUF-18
Chest or upright type	Upright

DIMENSIONS (In Inches)

Interior: Height	52 1/2
Width	29 1/2
Depth	19 1/2
Exterior: Height	74
Width	38 1/2
Depth	29

CAPACITY (In Cu. Ft.)

Total	18.2
-------	------

INTERIOR EQUIPMENT

Shelves (No.)	3
Non-refrigerated storage	Yes

INSULATION

Kind	Hi Density Fiberglas	
Thickness: (In Inches)		
Top	4	4
Sides	4	4
Bottom	5	5
Door (upright models)	4	4

DOORS

Outer doors (No.)	1
Provision for locking?	Yes

WEIGHT (Lbs.)

Net	467
Shipping	530

REFRIGERATION EQUIPMENT

Cooling method	Refrigerated shelves plus cold wall coils in top and bottom	
Total sq. ft. of refrigerated surface exposed to food compartment	18.5	

Compressor:

Make	Tecumseh	
Sealed	Yes	
Location in cabinet	Bottom, behind lift-out bin	

Refrigerant

Make of Control	Ranco 638-A	
Accessible for user adjustment	Yes	
Location	Front lower right-hand corner of compressor comp. behind utility drawer	

Condenser:

Finned	Yes	
Warning device	Light	
Anti-sweat provision around freezer opening	Yes	

CONSTRUCTION AND FINISH OF

Cabinet	All metal	
Interior liner	Aluminum	
Refrigerated shelves or plates	Aluminum coils	

PROTECTION PLAN

Warranty	1 year on freezer	
----------	-------------------	--

E-Z-SEE LIQUID INDICATOR



NEW FLO INDICATOR FLAP SHOWS ALL FLOW CHANGES

Analyze flow, function of expansion valve, by means of E-Z-SEE sensitive flap, instantly responsive to variations in flow. Positively leak-proof — hundreds of thousands in use.

Available at Wholesalers everywhere

REMCO INCORPORATED ZELIENOPLE, PA.

REFRIGERATION EQUIPMENT

Cooling methodPlates

Compressor:

MakeTecumseh or Kelvinator

SealedYes

Location in cabinetBottom

Slide outNo

Refrigerant "Freon-12"

Make of controlRanco

Accessible for user adjustment?Yes

LocationBehind compressor cover

Warning device:

LightAvailable

BuzzerAvailable

CONSTRUCTION AND FINISH OF

CabinetSpecial alloy of aluminum used throughout; welded

Satintone natural aluminum; white Dulux optional

Interior linerSame alloy of aluminum throughout, all welded

Refrigerated shelves or platesAluminum

PROTECTION PLAN

Warranty1 year no charge, 5 years optional

Food insuranceOptional



Maniowoc FREEZERS

compare the line

... you'll sell Maniowoc. No dogs here — only five models and the right sizes to fit the market. There are two Deluxe models, and two Specials to let you meet and beat competitive promotion models. Finally, there's the new 2-ZONE with a 10 cu. ft. self-defrosting refrigerator on top, and a spacious 11 1/2 cu. ft. freezer below with zero to 20° below temperature control.

compare the features

... and you'll sell Maniowoc. Each model needs only 30 x 36 in. of floor space. Cold-wall design gives freezers 50 percent more refrigerated surface than cold-shelf units, keeps shelves free of frost for more usable shelf space. Cold-Hold inner doors on Deluxe models keep moisture from packages.

The 2-ZONE sets a new pattern for kitchen convenience; no other combination puts so much useful capacity in so little floor space.

compare the profits

... and you'll be sure to sell Maniowoc. Maniowoc knows you must make substantial profits, so the line includes only those models that turn over fast, reducing your inventory and finance problems. Better still, Maniowoc's prices on a dollar-per-cubic-foot basis are among the very lowest in the industry.

plus ... national advertising, complete co-op program, direct mail and point-of-sale aids ... and special promotions on the local level geared to help you sell. Send coupon now — learn how you can grow with Maniowoc and its distributors to build a secure future in the freezer business.

MANITOWOC EQUIPMENT WORKS, Dept. A

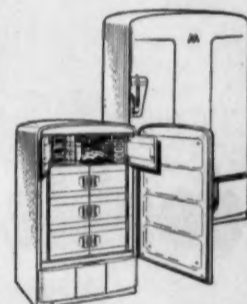
Maniowoc, Wisconsin

Please rush facts on Maniowoc 2-ZONE and freezers.

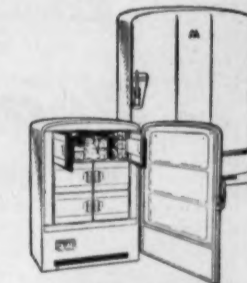
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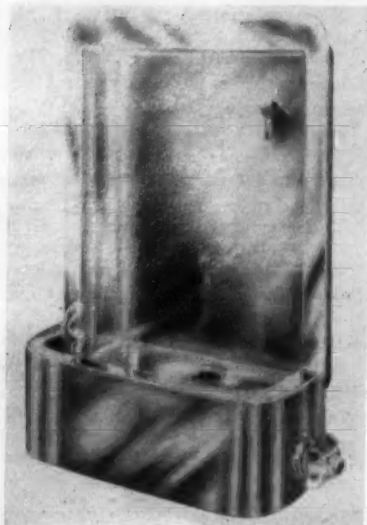
Deluxe model 18 1/2 cu. ft. capacity



Deluxe model 14 cu. ft. capacity

What's New

When requesting further information on new products, please use "Information Center" form.



Filtrine Introduces New Stainless Steel Fountain

—KEY NO. D-550—

BROOKLYN — Drinking fountains of polished stainless steel present a new note of modern beauty for buildings of today with the introduction of the "Indestruct" wall fountain by Filtrine Mfg. Co. here.

Available in softly lustrous satin finish and in gleaming high-polish, "Indestruct" is offered in semi-recessed and non-recessed models. Both models are furnished with stream-controlled, approved sanitary bubbler and pushbutton glass-filler.

Modeled in 18-8, heavy-gauge stainless steel, the modern elegance of "Indestruct" is for building life and will not chip or crack. "Indestruct" in semi-recessed and non-recessed models is now available from stock. Literature, prices, and roughing data on request to Filtrine Mfg. Co.



'Executive Office Cooler' Has Refrigerated Section

—KEY NO. D-551—

ERIE, Pa.—Featuring an "executive office cooler" with a refrigerated compartment of approximately .8-cu. ft. capacity, Uniflow Mfg. Co. here has recently introduced its 1954 line of "Lectric-Ice" drinking water coolers.

The line includes 5, 10, and 14-g.p.h. pressure type coolers in either stainless steel or brown finish and two 3-g.p.h. bottle type coolers—with and without refrigerated compartment.

Each model has a splash-proof "Hi-impact styrene" top. Tops of the pressure type coolers are white, while those on the bottle type coolers are brown.

The Tecumseh hermetically sealed condensing unit and all controls are accessible from the front. Refrigerant control is by capillary tube. Condenser is forced air



—KEY NO. D-552—

SHOWN FOR THE FIRST TIME is American Gas Machine Co.'s 500-lb. "Super Cuber" for large users. Occupying only 8 sq. ft. of floor space, it is completely automatic in operation. Flanking the unit are Fred Whitcomb (l.), midwest regional sales manager for the company, and Ben Roberts, company engineer.

Above and at the right are additional pictures from the National Restaurant Show held recently in Chicago. Main group of pictures were published in the May 24 issue of the NEWS.

cooled. Glass fiber insulation is used.

The refrigerated storage compartment has a capacity of 1,440 cu. in., the company says, and will hold 10 qts. of milk or 1½ cases of 6-oz. bottles. The door is provided with pushbutton, tumbler lock, and two keys. The compartment is drained to carry off condensation.

The pressure type coolers measure 15½ by 15½ by 42½ in. They are equipped with pre-coolers and instantaneous counterflow evaporators. Water height is automatically controlled by a stainless steel "Toe-Tronic" foot pedal. An extra fitting provides for the addition of a hand controlled glass filler without removing the top.

The bottle type coolers are just slightly taller than the pressure type, measuring 44 in. high. They have an open top electro-tinned storage tank with refrigerant tubing bonded to the outside of the tank. A chrome plated brass push-button faucet is provided. The stainless steel waste receptor lifts for emptying. An odorless and tasteless rubber bottle ring is supplied.



Stop service calls . . . keep out rust and sludge . . . open new doors to sales acceptance!—with coolers, ice-makers, sell "Taste-Master"!—checks chlorine, traps sediment; promotes service-free satisfaction with all water processing appliances. Write—

Filtrine MANUFACTURING CO.
BROOKLYN 38 • N. Y.
"Water Coolers and Filters for 40 Years"

What Was New at the National Restaurant Show



—KEY NO. D-553—

NEW STAINLESS STEEL WATER COOLER line introduced by Ebco Mfg. Co. finds itself in good company with models Donna Kime (l.) and Jane Casey. Made in pressure-type 5, 10, and 15-gal.-per-hour sizes and 5-g.p.h. explosion-proof model, complete cabinet structure is made of stainless steel.



—KEY NO. D-554—

STAINLESS STEEL reach-in beverage refrigerator made in a variety of sizes and for either remote or self-contained installation was introduced by Wilson Refrigeration, Inc. at the restaurant show. Arthur Boot (l.), Grand Rapids distributor, hears details from Lee Thornton, Wilson sales coordinator.



with **Tenney**
TW* and TWF* Unit Coolers

* TW means TWIn fans and motors.
F means standard filter sections.
Pats. Pending.

Yes, double dependability, with twin fans and motors—one motor alone will maintain safe box temperature in an emergency. Available for all walk-in or cold-room applications, Model TWF with standard filters included. Easily installed in minimum space, they are completely open for service by removal of one thumb screw—no electrical or drain lines to disconnect. No special tools needed.

New Bulletin 104-54 tells the whole story.
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1090 SPRINGFIELD ROAD, UNION, N. J.
Plants: Union, N. J. and Baltimore, Md.

Engineers and Manufacturers of Refrigeration and Environmental Equipment

Information Center

For more information on What's New products, current literature and catalogs available, equipment advertised in AIR CONDITIONING & REFRIGERATION NEWS use Key Numbers where designated or specify products advertised and we'll see that you receive this information promptly.

What's New or Current Literature Available

Key No. Key No.
Key No. Key No.
Key No. Key No.
Key No. Key No.

Products Advertised
(list name, page, and issue date)

(PLEASE PRINT PLAINLY)

Name Title
Company
Street
City Zone State
Type of Business

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What's New (Con't)

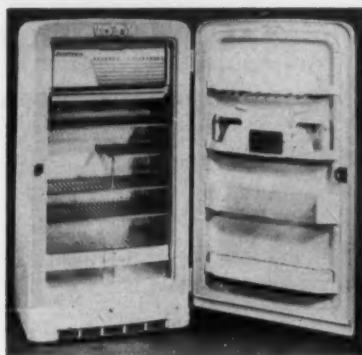
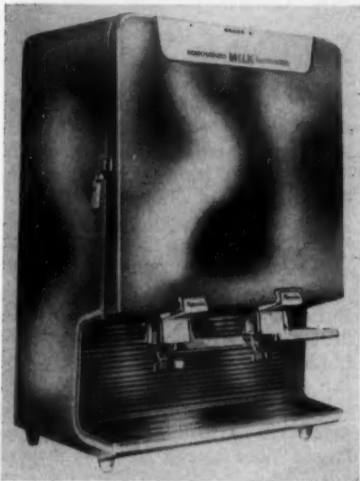
Loewy Designs Norris Deluxe Milk Dispenser

—KEY NO. D-517—

MINNEAPOLIS—A new Norris deluxe milk dispenser designed by Raymond Loewy, Associates, was introduced at the National Restaurant Exposition by Norris Dispensers, Inc. here.

The stainless steel model features white nylon plastic trim with the Norris trademark in gold. In addition to design changes, a new tube locking mechanism and valve assembly have been added.

With two 5-gal. can capacity, the unit has a sealed compressor, copper cooling coils on top, sides, and back, and 2 in. of glass fiber insulation throughout. It will maintain an even controlled temperature of from 32 to 40° F. at all times, the company says.



—KEY NO. D-519—

Anniversary Model

A "15th Anniversary Special" 11.5-cu. ft. refrigerator model with pushbutton defrost, Emerasheen green interior, and five specialized door storage sections, is being presented by Deepfreeze Appliance Div., Motor Products Corp. To retail at \$399.95, the model 8-12 anniversary special has these Dispensador features—egg shelf, butter box, two Handy Jugs, removable storage bin, and bottle shelf.



Electric Chef Performs Variety of Kitchen Chores

—KEY NO. D-5110—

NEW YORK CITY—The Kenwood "Electric Chef," a kitchen machine designed to do a wide variety of food preparation chores, was announced recently by the Ameris Trading Co. here, which imports the appliance from England and distributes it.

The electrically operated machine is provided with six standard attachments consisting of a food liquidizer, a juice extractor, a meat mincer, a "K" beater, a whisk, and a dough hook.

Additional accessories available at extra cost include a colander and sieve, can opener, slicer and shredder, coffee mill, centrifugal juice separator, and potato peeler.

Four separate outlets are provided for the various attachments. A planetary outlet for the beater, whisk, dough hook, potato peeler, and colander permits these attachments to move around the inside of the bowl for thorough mixing of the contents. Springs in the base of the machine hold the bowl securely.

A low speed power outlet is used for the mincer, coffee mill, can opener, slicer, and shredder. A separate outlet is employed for the juice extractor, and a high speed outlet is for the liquidizer and centrifugal juice separator.

The Electric Chef measures 14½ in. by 11 in. by 13½ in. high. It is finished in white enamel trimmed with black and chromium. The high efficiency motor ranges from 100 to 125 and from 200 to 250 volts a.c. or d.c.

The machine with the six standard attachments is \$139.50.

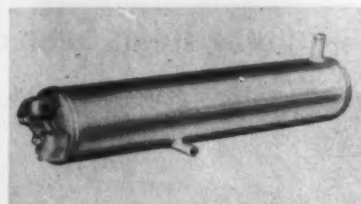
YEAR-ROUND Air Conditioning with One Central Unit

TYPHOON
MODEL S-W

ONLY
Heating-Cooling Unit

ONE-BUTTON CONTROL

TYPHOON AIR CONDITIONING CO., INC.
794 Union Street • Brooklyn 15, N. Y.
Specialists in air conditioning since 1909



B & G 'Freon' Condensers Offered In Two Styles

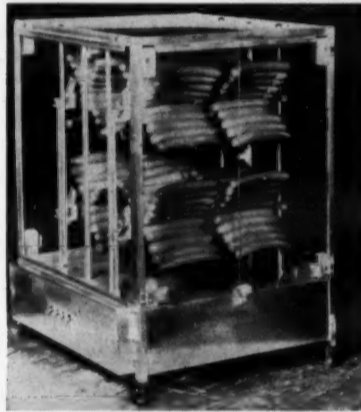
—KEY NO. D-5111—

MORTON GROVE, Ill.—A new line of A.S.M.E. constructed and stamped extended surface "Freon" condensers has been announced by R. A. Patterson, general sales manager, Bell & Gossett Co.

The new line of condensers consists of two styles of units.

The model "CFG" shell and coil condensers are designed to fill the need for a low cost condenser in small tonnage installations, according to the company. This Underwriter approved shell and coil condenser is available from factory stock in 2, 3, 5, 7½, and 10-ton sizes.

The model "CRF" condenser is a straight tube unit with removable heads. This design is constructed and stamped in accordance with A.S.M.E. Unfired Pressure Vessel Code. The model "CRF" condenser is also available from factory stock in 2 through 25-ton sizes.



Glassed-In Barbe-Cutie Cooks 1,000 Dogs Per Hr.

—KEY NO. D-5112—

LYNN, Mass.—An all-glass enclosed infrared frankfurter roaster made of heavy gauge aluminum was introduced recently by Bell Engineering Co. here.

Measuring only 17 by 20 by 27 in., the "Barbe-Cutie" barbecues 160 frankfurters at one time. It will make 1,000 per hour.

Spits are available for barbecuing chickens, roasts, etc. The unit operates on 115-volt a.c. Price is \$395 f.o.b. factory.



THE ORIGINAL, PATENTED CROSS-FIN COIL

The refrigeration coil that changed an industry stands today unchallenged for performance, user satisfaction and lasting durability. Made from the finest materials by skilled craftsmen under exacting standards, every Larkin Coil features imbedded fin-to-tube contact, swaged connection, silfos welded construction, and staggered tubing. Write for complete details.

Manufacturers of the original Cross-Fin Coil • Humi-Temp Units • Frost-O-Trol Hot Gas Defroster • Evaporative Condensers • Cooling Towers • Air Conditioning Units and Coils • Direct Expansion Water Coolers • Heat Exchangers • Disseminator Pans.

WATCHDOG OF THE NATION'S FOOD SUPPLY
LARKIN COILS
519 MEMORIAL DR., S.E. • ATLANTA, GA.

CLEAN ALL TYPES WATER COOLING EQUIPMENT

QUICKLY...EASILY...SAFELY...with

Vapco

Cleaning and water conditioning products.

Remove and prevent scale, rust, corrosion, algae and slime. Tested and proven. NEW, DIFFERENT, PROFITABLE Sold by leading refrigeration and air conditioning wholesalers.

MANUFACTURERS' REPRESENTATIVES:

Some territories still available. Write today.

GARMAN CO., INC.
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BUY DIRECT AND SAVE

Dairy Wall Boxes
Beverage Coolers
Counter Hi Cases
Full View Cases

TERRITORIES OPEN

PEERLESS EQUIP. CORP.
Manufacturers,
6 MOUNT VERNON AVE.,
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uprights...

"steal the show" in '54



Barkow
COLD SHELF

home food freezer

Some territories still available... investigate the sensational BARKOW COLD SHELF Freezer line today, and the BARKOW RESIDENTIAL YEAR-ROUND CENTRAL AIR CONDITIONING UNITS.

• Yes, with dealers and homemakers alike, Barkow's Cold Shelf upright home freezer steals the show for convenience, economy and smart design. Available in 15, 20 and 25 cu. ft.

refrigeration div. **Aug. G. Barkow Mfg. Co., Inc.**
2230 S. 43rd Street / Milwaukee, Wisconsin

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MANUFACTURER'S AGENTS

To Handle Complete Line of Nationally-Advertised, Quality Refrigerated Equipment

Self-Service Cases for Meats, Vegetables, Dairy and Frozen Foods . . . Service Type Meat Cases

Sliding Door Wall Cases, Reach-in, Walk-in, Bottled Drink and Floral Refrigerators

Low-Temperature Upright and Walk-in Freezers, Two-Temperature Refrigerators, Bakery Freezers and Retarders

Display equipment recently redesigned for better merchandising . . . PRICES REDUCED!

Good territories still available.

WRITE FOR COMPLETE DETAILS.



The C. Schmidt Company

1712 JOHN STREET — CINCINNATI 14, OHIO

Supplying the Food Industry for 84 Years

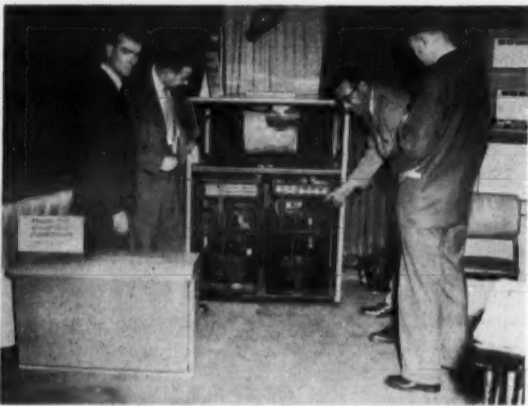
Variety of Home Air Conditioning Items Seen at Indoor Comfort Show



COMPACT DESIGN OF THE "SUN" PACKAGE residential air conditioner displayed by J. V. Patten Co. is noted by Mr. and Mrs. Peter B. Byk, Cagney & Byk, Inc., Freehold, N. J., who get a personal demonstration from Don C. Patten, president of the company.



NEW "ADD-ON" RESIDENTIAL AIR CONDITIONER which fits on top of conventional warm air furnace, was introduced by Typhoon. Refrigerating effect is supplied by air-cooled condensing unit in compact "package" (shown at right). Looking over the new model are Mr. and Mrs. R. A. Speer, S. J. Speer Coal & Oil Co., Caldwell, N. J., with Martin Beline, Typhoon district manager.



TWIN COMPRESSORS FURNISH COOLING POWER for new 2-hp. air-cooled water-chilling unit to provide residential comfort cooling in conjunction with circulating water systems. Developed by Brown Products Co., Forest Hills, Long Island, N. Y., the system uses newly-designed convectors for individually controlled temperatures in each room. In the picture are (l. to r.) Edward Haas, Brown Products Co.; J. C. Moerkkerke and J. C. Van Leeuwen, N. V. Bronswek Co., Amsterdam, Holland; and A. Brown, Brown Products Co.

The recent Indoor Comfort Exposition at Philadelphia, held under the sponsorship of the Oil-Heat Institute of America, included some displays of year-round residential air conditioning systems, among them some models being shown for the first time, and others which are new in 1954 lines.

Published on this page are pictures from the Exposition showing some of these units.



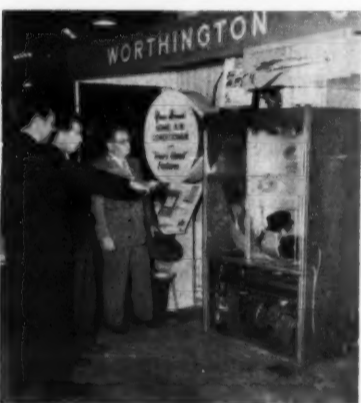
FIRST SHOWING OF TIMKEN'S "ADD-ON" 2-TON residential unit, model ARB-2, gets interest of Show visitors L. F. Speare and R. M. Cochran, as F. M. Jordan of Timken stands by ready to answer questions.



PETRO'S PACKAGED COMPLETE HOME cooling unit was one of two new cooling items shown by the firm at the Show, the other being a window-type room air conditioner. In the picture here are G. H. Martinik, Petro district sales manager, and James T. Manning, Jr., Charlotte, N. C.



"DOWN-FLOW" YEAR-ROUND CONDITIONER IS PART OF General Electric's line which offers a wide range of models. Refrigeration system may have either an air-cooled or water-cooled condenser. Bill Sneltjes and Larry Hirschbach (at left) of G-E describe the system for Benjamin Kramer, Farrell Sales & Service, Upper Darby, Pa.



"COMPLETE IN ONE PACKAGE" is the new Worthington year-round residential air conditioner. It has a 3-hp. cooling system, and a heating cycle which can be either oil or gas-fired. Looking over the newly-introduced model here are W. Uhler, Worthington; and John Rampack, Jr. and John Rampack, Sr. of John Rampack & Son, Bethlehem, Pa.



A 1 1/2-HP. RESIDENTIAL AIR CONDITIONER, part of the Burnham Corp. line, is shown by Frank R. Brophy (left) and Harry R. Way.



HOOKED UP TO AN AIR-COOLED CONDENSER, and in full operation, Airtemp's 3-hp. year-round residential unit gets some careful attention from Ralph Link of Airtemp and S. R. Torre and M. Levine of Tower Engineering Co., New York City.

Residential Air Conditioning

Air Conditioned Homes Sell Out In Six Weeks

HADDONFIELD, N. J.—Eighty-five homes equipped with Chrysler Airtemp air conditioning were sold in six weeks by the 20th Century Building Co. of Haddonfield.

The realty development, named Haddon Hills by builder M. A. Sarshik and son, Harold Sarshik, president of the South Jersey Builders Association, is one of the first completely air conditioned home developments of its type in the east.

Sixty-five ranch type homes, priced at \$15,000, with 1,000 sq. ft. of floor space, were equipped with 2-hp. air-cooled Chrysler Airtemp systems.

Twenty additional homes, sold for \$17,000 to \$18,000, contained 1,300 sq. ft. and were cooled by a 3-hp. Chrysler Airtemp system.

Heating plants for all homes were Chrysler Airtemp gas-fired, hi-boy furnaces. The year-round system was centralized in a utility room off the kitchen. The air-cooled air conditioning condensing unit was placed outdoors at the rear of the house.

According to Sarshik, president of 20th Century, his firm is taking greater care with insulation, and is using lighter-colored, heat-reflecting roofs with considerable overhang.

The excellent sales results with their first experience at large scale air conditioning has encouraged 20th Century to include air conditioning in several developments now being planned.

The firm handling the air conditioning installation was J. Wittman & Sons, Moorestown, N. J., Chrysler Airtemp dealer.

Servel Makes 2-Ton Gas Air Conditioner for Home

EVANSVILLE, Ind.—First production models of a new 2-ton gas-operated summer air conditioner have started coming off the lines at the Servel factory here, it was announced recently by H. R. Nielsen, manager of the air conditioning division.

This unit, identified as "Wonderair" model EB-RG, is the first automatic gas cooling equipment that can be added to existing warm-air heating systems.

The new Servel unit cools, dehumidifies, cleans, and circulates the air. For between-season use, a switch provides cleaning and circulation alone.

Principal parts of the 2-ton cooler are an absorption refrigeration unit, a filter section, and a centrifugal blower.

The absorption refrigeration unit has no moving parts. It employs heat from a gas flame to circulate the refrigerant through the system. The refrigerant is distilled water, with a little lithium bromide, a simple salt, added as an absorbent.

The spun-glass filter section has 500 sq. in. of surface area, and is 2 in. thick.

The oversized, forward-curving blades of the fan section provide large air volume at slow speed, producing a gentle flow of conditioned air.

This Wonderair model EB-RG is made for operation on all types of gas—natural, mixed, manufactured, and liquefied petroleum, the firm points out.

Appoint Yakima Valley Distributor for York

SEATTLE — Appointment of Central Heating & Plumbing Co. of Yakima, Wash., as the franchised distributor in the Yakima Valley for York Corp.'s line of residential, commercial, and industrial air conditioning equipment has been announced by W. C. Shouten, York's northwest distributor sales representative.

Dean A. Hannig, who joined Central Heating recently, will be in charge of the firm's air conditioning division. He was formerly associated with a consulting engineering firm in Yakima and Seattle.

Norman Products Names John P. Schoenfeld

COLUMBUS, Ohio — Russell G. Dawley, sales manager of Norman Products Co. here, has announced the appointment of John Philip Schoenfeld as the Norman representative serving distributors in Maryland, Virginia, Delaware, North Carolina, and Washington.

Schoenfeld will handle the complete line of Norman gas heating and air conditioning equipment. He has, for many years, been well known throughout his territory as a sales specialist in the heating and allied industry field.

Hotel William Penn, Pittsburgh, Is Served Five Ways by FRICK Refrigeration

These include air conditioning, cooling drinking water, refrigeration of foods, freezer service, and making ice. This magnificent hotel has used Frick equipment since 1936, and finds it both efficient and



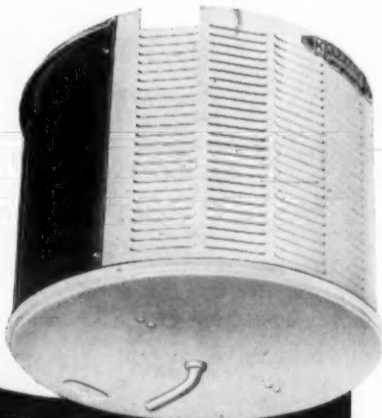
dependable. Three of the four Frick compressors are shown. YOUR business, too, can likely increase its profits with a Frick cooling system engineered to meet your exact needs. Let us submit estimates. Write for information concerning unallotted territories.

DEPENDABLE REFRIGERATION SINCE 1902
FRICK CO.
WAYNESBORO, PENNA. U.S.A.



KRAMER BIRD CAGE

750 to 1,200 BTU/HR



Ideal for the BAIN MARIE. It performs perfectly the double duty of keeping both the salad pans and storage space properly refrigerated.

WRITE FOR BULLETIN NO. 265

KRAMER TRENTON CO. • Trenton 5, N. J.

Ace

Ace Cabinet Corp., New Bedford, Mass.

Model No.	SU 15	SU 22
Chest or upright type	Upright	Upright

DIMENSIONS (In Inches)

Interior: Height	47	51
Width	26	33
Depth	19	21
Exterior: Height	67%	71%
Width	34%	41%
Depth	30	32

CAPACITY (In Cu. Ft.)

Total	14.5	21.5
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INTERIOR EQUIPMENT

Shelves (No.)	3	3
Door or lid shelves (No.)	4	4

INSULATION

Kind	Fiberglass	
Thickness: (In Inches)		
Top	4	4
Sides	4	4
Bottom	4	4
Door (upright models)	4	4

LIDS OR DOORS

Outer doors or lids (No.)	1	1
Provision for locking?	Yes	Yes

WEIGHT (Lbs.)

Shipping	365	485
----------	-----	-----

REFRIGERATION EQUIPMENT

Cooling method Refrigerated shelves, bottom and top

Compressor:

Make Tecumseh

Sealed Yes

Location in cabinet Bottom

Control accessible for user adjustment? Yes

Location In condensing unit compartment

Warning device: Light Yes

Anti-sweat provisions around freezer opening Yes

CONSTRUCTION AND FINISH OF

Cabinet Steel with rust preventative coating and two coats baked enamel

Interior liner Baked hammertone enamel

PROTECTION PLAN

Warranty 5 year protection on condensing units

Food insurance Two-year policy included in price

Coolerator

The Coolerator Co., 123 W. First St., Duluth, Minn.

Model No.	UFB-125	UFB-183	UFB-252	UFB-322	FB-200	FB-141	FB-105
Chest or upright type	Upright	Upright	Upright	Upright	Chest	Chest	Chest

DIMENSIONS (In Inches)

Interior: Height	53½	50½	50½	50½	30½	31½	20½
Width	24½	32½	45	57½	64½	46½	46½
Depth	18½	19½	19½	19½	19½	19½	19½
Exterior: Height	62½	72½	72½	72½	36½	36½	36½
Width	31½	40½	53½	65½	73½	54½	54½
Depth	29½	28½	28½	28½	28	28	28

CAPACITY (In Cu. Ft.)

Total	12.7	18.3	25.2	32.2	20.0	14.1	10.5
Freezing compartment(s)	3.34	3.27
Storage compartment(s)	16.66	10.83	10.5

INTERIOR EQUIPMENT

Partitions (No.)	1	1
Shelves (No.)	5	4	4	4
Slide-out shelves (No.)	1
Door or lid shelves (No.)	3	2	2	4
Baskets (No.)	1	4	3	3
Special racks or service trays (No.)	1	1
Light	No	Yes	Yes	Yes (2)	Yes	Yes	Yes
Ice cube trays (No.)	4

INSULATION

Kind	Fiberglass				Cell-U-Fiber		
Thickness: (In Inches)							
Top	3	4	4	4	3	3½	3½
Sides	3	4	4	4	4	4	4
Bottom	4	4	4	4	4½	4	4
Door (upright models)	3	4½	4½	4½

LIDS OR DOORS

Outer doors or lids (No.)	1	1	1	2	1	1	1
Provision for locking?	No	Yes	Yes	Yes	Yes	Yes	Yes

WEIGHT (Lbs.)

Shipping	365	575	665	815	600	465	408
----------	-----	-----	-----	-----	-----	-----	-----

PRICE, suggested retail	\$384.95	\$549.95	\$619.95	\$839.95	\$529.95	\$419.95	\$384.95
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REFRIGERATION EQUIPMENT

Cooling method: Wrap around Models FB-200, FB-141, and FB-105

Refrigerated shelves Models UFB-125, UFB-183, UFB-252, and UFB-322

Total sq. ft. of refrigerated surface exposed to food compartment UFB-125, 20.1; UFB-183, 31.6; UFB-252, 43.5; UFB-322, 55.5; FB-105, 12.3; FB-141, 21.55; FB-200, 33.92

Compressor: Make Tecumseh

Sealed Yes

Location in cabinet Bottom

Refrigerant Models UFB-125 and FB-105, "Freon-12"; all other models, "Freon-22"

Make of control Model UFB-125, Cutler-Hammer or Ranco; all other models, Ranco

Accessible for user adjustment? Yes

Location Model UFB-125, top; all others models, front

Condenser: Type Stack Model UFB-125

Finned All other models

Natural convection Model FB-105

Forced convection All others

Anti-sweat provisions around freezer opening Yes

CONSTRUCTION AND FINISH OF

Cabinet Steel, baked enamel

Interior liner Steel, baked enamel

Refrigerated shelves or plates Anodized aluminum

PROTECTION PLAN

Warranty Five years

Food insurance Five years for \$150 on UFB-125 and FB-105; \$175 on FB-141; \$225 on UFB-183 and FB-200; \$275 on UFB-252; \$325 on UFB-322

Home Freezer Specifications

Polar Pantry (La Crosse)

La Crosse Cooler Co., La Crosse, Wis.

Model No.	L 19	L 19-D	L 27	L 27-D
Chest or upright type	Upright	Upright	Upright	Upright

DIMENSIONS (In Inches)

Interior: Height	46½	46½	49½	49½
Width	28½	28½	41½	41½
Depth	23	23	25	25
Exterior: Height	68½	68½	70½	70½
Width	36	36	48½	48½
Depth	31½	31½	32½	32½

CAPACITY (In Cu. Ft.)

Total	19	19	27	27
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INTERIOR EQUIPMENT

Shelves (No.)	3	3	3	3
Door or lid shelves (No.)	Yes	Yes
Light	Yes	Yes	Yes	Yes

INSULATION

Kind	Low Density Fiberglass			
Thickness: (In Inches)				
Top	3½	3½	3½	3½
Sides	3½	3½	3½	3½
Bottom	3½	3½	3½	3½
Door (upright models)	3½	3½	3½	3½

LIDS OR DOORS

Outer doors or lids (No.)	1	1	1	1
Inner doors (No.)	0	8	0	8
Provision for locking?	Yes	Yes	Yes	Yes

WEIGHT (Lbs.)

Net	400	400	500	500
Shipping	480	480	580	580

PRICE, suggested retail	\$607.50	\$626.50	\$720.00	\$739.75
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REFRIGERATION EQUIPMENT

Cooling method Refrigerated shelves, top, bottom

Total sq. ft. of refrigerated surface exposed to food compartment Model L 19, 23.5; model L 19-D, 23.5; L 27, 31; model L 27-D, 31

Compressor: Make Tecumseh

Sealed Yes

Location in cabinet Bottom

Refrigerant "Freon-22"

Make of control Ranco

Accessible for user adjustment? Yes

Location Compressor comp.

Condenser: Type

Finned Yes

Warning device: Buzzer Yes

Anti-Sweat provisions around freezer opening Yes

CONSTRUCTION AND FINISH OF

Cabinet All metal; L 19, 19D white baked enamel exterior; L 27, 27D, gray baked enamel

Interior liner Embossed aluminum

Refrigerated shelves or plates Embossed aluminum

PROTECTION PLAN

Warranty One year on entire unit, four additional years protection plan

'Super' Offering Classes on Preparing Food for Freezer

JACKSON, Miss.—Promotion of its year-old food plan and new food freezing classes has been stepped up by Yeagley & Freeman's supermarket on W. Capital St.

Held three times a week, the free classes teach food plan members and prospects how to prepare food for the home freezer. The "school" covers such things as recipes using frozen foods; "double" cooking, where extra quantities are prepared with a portion used immediately and the balance frozen; and packaging of fresh fish.

Bell-Wade To Cover South Fla. Area for Deepfreeze

NORTH CHICAGO, Ill.—Appointment of Bell-Wade, Inc., West Palm Beach, Fla. as distributor for Deepfreeze Appliance Div., Motor Products Corp., has been announced by L. R. Walker, the manufacturer's manager of field sales.

Bell-Wade's territory comprises the following 13 southern Florida counties—Brevard, Broward, Collier, Dade, Glades, Hendry, Indian River, Martin, Monroe, Okeechobee, Osceola, Palm Beach, and St. Lucie.

Lloyd C. Bell is president and Edward D. Wade vice president and sales manager.

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☐ Payment enclosed ☐ Bill company

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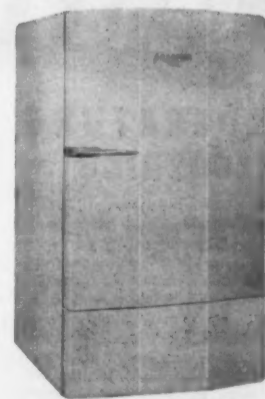
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THE "POLAR PANTRY"

Modern in design—sturdy in construction with all the "most wanted" features • Coiled shelves—refrigerant tubing fused to the shelves for faster freezing and uniform temperatures • Automatic alarm signal • Freon 22 Refrigerant • Illuminated compartments • All steel construction with aluminum interior • Heating element retards condensation • Doors fully insulated and gasketed for economical operation • Capacities . . . 19 cu. ft. model approx. 665 lbs.; 27 cu. ft. model approx. 960 lbs.



POLAR PANTRY
MODEL L19-D

Write today . . . for complete information

• BOTTLE COOLERS • REACH-INS • WALK-INS •

LA CROSSE COOLER COMPANY

Factory and Gen'l Offices: 3000 Losey Blvd. S., La Crosse, Wis.
Export Office: 80 Broad St., New York City. Cable Address: Eximpor

Home Freezer Specifications

Howard

Howard Refrigerator Co., Inc., 4745 Worth St., Philadelphia 24, Pa.

Model No.	C-14	C-20	C-28	F-14	F-17	F-19	F-20
Chest or upright type	Chest	Chest	Chest	Upright	Upright	Upright	Upright
DIMENSIONS (In Inches)							
Exterior: Height	35	35	35	65	65½	68½	68½
Width	60	77	100	32	38	38	38
Depth	29	29	29	28	29	28	28
CAPACITY (In Cu. Ft.)							
Total	14.0	20.0	28.0	14.0	17.0	19.0	20.0
INTERIOR EQUIPMENT							
Shelves (No.)	3	3	3	3
Door or lid shelves (No.)	3	3	4	3
Baskets (No.)	2	3	4
Light	Yes	Yes	Yes	No	No	No	No
INSULATION							
Kind	Fiberglas, High Density						
Thickness: (In Inches)							
Top	3½	3½	3½	3½	3½	3½	3½
Sides	3½	3½	3½	3½	3½	3½	3½
Bottom	3½	3½	3½	3½	3½	3½	3½
Door (upright models)	3	3	3	3
LIDS OR DOORS							
Outer doors or lids (No.)	1	2	2	1	1	2	1
Provision for locking?	Yes	Yes	Yes	Yes	Yes	Yes	Yes
WEIGHT (Lbs.)							
Shipping	325	520	700	325	350	500	500
REFRIGERATION EQUIPMENT							
Cooling method	Make of control			Ranco			
Wrap around	Accessible for user			Anti-sweat provisions around			
Compressor:	Location			freezer opening			
Make			Yes			
Sealed			Yes			
Location in cabinet			CONSTRUCTION AND FINISH OF			
Slide out			Cabinet			
Refrigerant			Interior liner			
			Aluminum			
			PROTECTION PLAN			
			Warranty			
			Five-year compressor			
			warranty			
			Food insurance			
			Optional			

King

King Refrigerator Corp., 76-02 Woodhaven Blvd., Glendale 27, L. I., New York

Model No.	452	95B	12B	UP12
Chest or upright type	Chest	Chest	Chest	Upright
DIMENSIONS (In Inches)				
Interior: Height	19½	19½	30½*—15¼†	43½
Width	20¼	44¼	29½*—15¼†	22
Depth	17¼	17¼	17¼	20¼
Exterior: Height	36	37	37	60
Width	27	51	51	28
Depth	27	28½	28½	28½
CAPACITY (In Cu. Ft.)				
Total	4	9	12	11.4
Freezing compartment(s)	2½
INTERIOR EQUIPMENT				
Partitions (No.)	1
Shelves (No.)	3
Baskets (No.)	1	2	2
Light	No	No	Yes	No
INSULATION				
Kind	Fiberglas			
Thickness (In Inches)				
Top	3	3	3	3
Sides	3	3	3	3
Bottom	3½	3½	3½	3½
Door (upright models)	3½
LIDS OR DOORS				
Outer doors or lids (No.)	1	1	1	1
Provision for locking?	No	Yes	Yes	Opt.
WEIGHT (Lbs.)				
Net	165	270	315	310
Shipping	195	335	365	345
PRICE, suggested retail	\$239.95	\$339.95	\$429.95	\$459.95
*Storage—†Fast Freeze.				

REFRIGERATION EQUIPMENT

Cooling method:
Model UP12, top, bottom, shelves
Other models, wrap around

Total sq. ft. of refrigerated
surface exposed to food
compartment: Model 452, 10.6; 95B,
16.5; 12B, 26.6; UP12, 24

Compressor:
Make Tecumseh
Sealed Yes
Location in cabinet Bottom
Refrigerant Models 452 and 95B,
"Freon-12"; models 12B and
UP12, "Freon-22"

Make of control Ranco
Accessible for user
adjustment Yes
Location Model UP12, bottom front
other models, rear wall

Condenser: Type
Finned Yes
Forced or natural convection
Forced Model 12B
Natural Models 452, 95B, and
UP12

Anti-sweat provisions around freezer
opening In all but model 452

CONSTRUCTION AND FINISH OF

Cabinet and interior liner Welded
steel—baked Dulux enamel over
Bonderme

Refrigerated shelves or
plates Aluminum

PROTECTION PLAN

Warranty Five years on hermetic
unit

SPECIAL FEATURES

Narrow depth—can be installed
through small opening. Upright has
deep-well for irregular or bulky pack-
ages.

Firestone

Firestone Tire & Rubber Co., Akron, Ohio

Model No.	5-A-90	5-A-94	5-A-95	5-A-97
Chest or upright type	Upright	Upright	Upright	Chest
DIMENSIONS (In Inches)				
Interior: Height	41	51	51	30
Width	24	27	37	52½
Depth	17½	20	22	20
Exterior: Height	62	70	70	38
Width	31	35	45	60½
Depth	28½	25	27	28
CAPACITY (In Cu. Ft.)				
Total	11.0	16.0	24.0	16.0
Freezing compartment(s)	2.75
INTERIOR EQUIPMENT				
Partitions (No.)	1
Shelves (No.)	4	4	4
Slide-out shelves (No.)	2 adj.	2 adj.
Door or lid shelves (No.)	3	3	3
Baskets (No.)	1
Light	Yes	Yes	Yes	Yes
INSULATION				
Kind	Fiberglass			
Thickness: (In Inches)				
Top	3¾	3¾	3¾	3
Sides	3¾	4	4	4
Bottom	3¾	3¾	3¾	3¾
Door (upright models)	3¾	4	4
LIDS OR DOORS				
Provision for locking?	Yes	Yes	Yes	Yes
WEIGHT (Lbs.)				
Net	330	340	425	240
Shipping	400	410	515	420
PRICE, suggested retail	\$364.00	\$474.50	\$565.95	\$440.95
REFRIGERATION EQUIPMENT				
Cooling method.....Models 5-A-90, 5-A-94, and 5-A-95, top and bottom of liner as well as refrigerated shelves	panel Condenser: FinnedYes Forced convectionYes Warning device: LightYes Anti-sweat provisions around freezer openingNo			
Wrap around.....Models 5-A-97				
Compressor:				
MakeTecumseh				
SealedYes				
Location in cabinet...Model 5-A-97, left end; other models, bottom				
Refrigerant“Freon-22”				
Make of controlRanco				
Accessible for user adjustment?Yes				
Location.....Model 5-A-97, left end; other models, in bottom				
CONSTRUCTION AND FINISH OF				
Cabinet.....All exterior seams welded and sealed. White baked enamel on steel, 2-coat finish, mist green				
Interior linerAluminum throat molding				
PROTECTION PLAN				
WarrantyFive years				

Universal

Universal Major elec Appliances, Inc., Lima, Ohio

Model No.	UF-8D	UF-12D	UF-17D
Chest or upright type	Chest	Chest	Chest
DIMENSIONS (In Inches)			
Interior: Height	22	17½ 27	19 28½
Width	27¼	24 24	27¼ 27¼
Depth	22½	19 19	28½ 28½
Exterior: Height	36	36	36
Width	32	60	60
Depth	27	27	27
CAPACITY (In Cu. Ft.)			
Total	8.0	12.0	17.0
INTERIOR EQUIPMENT			
Baskets (No.)	1	2	2
Light	Yes	Yes	Yes
INSULATION			
Kind	Santocel	Fiberglas	Santocel
Thickness: (In Inches)			
Top	3¾	3¾	3¾
Sides	2	4	2
Bottom	2	5	2
LIDS OR DOORS			
Outer doors or lids (No.)	1	2	2
Provision for locking?	Yes	Yes	Yes
WEIGHT (Lbs.)			
Net	210	385	410
Shipping	255	475	490
PRICE, suggested retail	\$341.95	\$439.95	\$556.95
REFRIGERATION EQUIPMENT			
Cooling method:	Condenser: Type		
Wrap around	Yes	Finned	
		Forced convection	
Total sq. ft. of refrigerated surface exposed to food compartment....Model UF-8D, 14; model UF-12D, 25¼; UF-17D, 23½		Warning device:	
		Light	
Compressor:		Anti-sweat provisions around freezer opening.....Models UF-12D and UF-17D	
Make	Tecumseh	CONSTRUCTION AND FINISH OF	
Sealed	Yes	Cabinet.....DuPont Dulux hy-baked enamel over Bonderized steel	
Location in cabinet...Model UF-8D, rear center; other models, rear left		Interior linerWelded steel, baked enamel	
RefrigerantModel UF-8D, "Freon-12" others, "Freon-22"		PROTECTION PLAN	
Make of controlRanco		Warranty.....Five years on cooling unit	
Accessible for user adjustment?Yes		SPECIAL FEATURES	
LocationFront		Safety lids cannot be accidentally locker from either inside or out.	

how to make hot sales prospects out of cold customers...

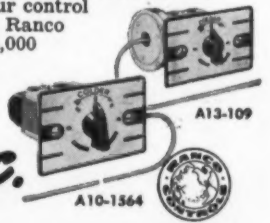


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COLUMBUS 1, OHIO

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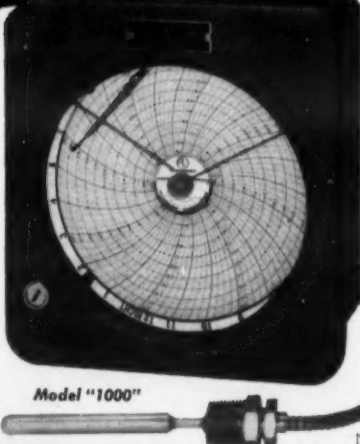


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TEMPERATURE RECORDERS

Tune in "SUSPENSE!"...CBS Radio Mondays...CBS Television Tuesdays

Victor

Victor Products Corp., 901 Pope Ave., Hagerstown, Md.

Model No.	VQ-10	VQ-14	VQ-19	VQ-25	VUQ-150	VUQ-190
Chest or upright type	Chest	Chest	Chest	Chest	Upright	Upright

DIMENSIONS (In Inches)

Interior: Height	31 1/2	31 1/2	31 1/2	31 1/2	49 1/2	49 1/2
Width	32 1/2	58	58	73 1/2	28	28
Depth	21	21	21	21	19 1/2	24
Exterior: Height	39 1/2	39 1/2	39 1/2	39 1/2	69 1/2	69 1/2
Width	39	65	65	80 1/2	35 1/2	35 1/2
Depth	31 1/2	31 1/2	31 1/2	31 1/2	23	31

CAPACITY (In Cu. Ft.)

Total	10.0	14.0	19.0	25.1	11.2	13.8
Freezing compartment(s)	3.8	3.44	4.58	4.0	4.1	5.2

INTERIOR EQUIPMENT

Partitions (No.)	1	1	1	1
Solid	1	1	1	1
Wire	1	3	2	4
Shelves (No.)	4	4
Slide-out shelves (No.)	4	4
Door or lid shelves (No.)	4	4
Baskets (No.)	1	1	1	1	1	1
Light	Yes	Yes	Yes	Yes

INSULATION

Kind	Fiberglas
Thickness: (In Inches)
Top	3 1/2	3 1/2	3 1/2	3 1/2	3 1/2	3 1/2
Sides	3 1/2	3 1/2	3 1/2	3 1/2	3 1/2	3 1/2
Bottom	3 1/2	3 1/2	3 1/2	3 1/2	3 1/2	3 1/2
Door (upright models)	3 1/2	3 1/2

LIDS OR DOORS

Outer doors or lids (No.)	1	1	1	2	1	1
Provision for locking?	Yes	Yes	Yes	Yes	No	No

WEIGHT (Lbs.)

Net	310	375	423	500	338	445
Shipping	375	460	500	658	440	510

PRICE, suggested retail...\$357.35 \$435.55 \$521.90 \$665.35 \$490.10 \$541.65

REFRIGERATION EQUIPMENT

Cooling method	Forced convection	Yes with auxiliary fan on unit of models VUQ-150 and VUQ-190
Wrap around	Yes

Compressor:

Make	Tecumseh	Warning device:	Light	Yes
Sealed

Location in cabinet.....Machine compartment, left-end

Slide out.....Yes

Refrigerant....."Freon-22"

Make of control.....Ranco

Accessible for user adjustment?.....Yes

Location.....Models VUQ-150 and VUQ-190, front; other models, end

Condenser: Type

Finned.....Models VQ-10, VQ-14, VQ-19, and VQ-25

Wrap around.....Models VUQ-150

Bendix

Appliance & Electronics Div., Avco Mfg. Corp., Cincinnati 25, Ohio

Model No.	FDD-15	FDC-15	FDD-9	FDC-20	FDC-18U
Chest or upright type	Chest	Chest	Chest	Chest	Upright

DIMENSIONS (In Inches)

Interior: Height	30 1/2	30 1/2	24 1/2	28 1/2	45
Width	47 1/2	47 1/2	31 1/2	68 1/2	29
Depth	19	19	19	19	22 1/2
Exterior: Height	40	40	40	40	67 1/2
Width	55 1/2	55 1/2	39 1/2	85 1/2	36 1/2
Depth*	32 1/2	32 1/2	32 1/2	32 1/2	33

*Depth of all models includes hardware.

CAPACITY (In Cu. Ft.)

Total	14.5	14.5	8.8	20.0	17.4
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INTERIOR EQUIPMENT

Partitions (No.)	2	2	2	2
Shelves (No.)	4
Baskets (No.)	4	4
Racks or service trays (No.)	1	1
Light	Yes	Yes	Yes	Yes	No

INSULATION

Kind	Fiberglas
Thickness: (In Inches)
Top	2 1/2	2 1/2	2 1/2	2 1/2	3 1/2
Sides	4	4	4	4	3 1/2
Bottom	4	4	4	4	3 1/2
Door (upright models)	3

LIDS OR DOORS

Outer doors or lids (No.)	1	1	1	2	1
Inner doors (No.)	4
Provision for locking?	Yes	Yes	Yes	Yes	Yes

WEIGHT (Lbs.)

Net	375	375	290	576	447
Shipping	456	456	340	661	510

PRICE, suggested retail...\$413.12 \$442.23 \$327.34 \$605.14 \$627.76

REFRIGERATION EQUIPMENT

Cooling method: Fanned.....Yes

Wrap around.....FDD-15, FDC-15, FDD-9, and FDC-20, yes; FDC-18U, refrigerated shelves, coils in top, bottom

Total sq. ft. of refrigerated surface exposed to food compartment.....FDD-15, FDC-15, 32; FDD-9, 21.3; FDC-20, 49; FDC-18U, 22.7

Compressor:

Sealed.....Yes

Location in cabinet.....FDD-15, FDC-15, FDC-20, bottom left; FDD-9, bottom center; FDC-18U, bottom

Refrigerant.....Model FDD-9, "Freon-12"; all others, "Freon-22"

Control accessible for user adjustment?.....Yes

Location.....FDD-15, back of freezer; FDC-15, FDD-9, FDC-20, adjacent to unit on front of freezer; FDC-18U, front of base

Condenser: Type

Fanned.....Yes

Forced convection.....Yes

Warning device:

Light.....All models except FDD-15

Anti-sweat provisions around freezer opening.....Model FDC-18U

CONSTRUCTION AND FINISH OF

Cabinet.....Welded steel with white baked synthetic enamel

Interior liner.....White baked acid-resistant enamel

Refrigerated shelves or plates.....Model FDC-18U has 3

PROTECTION PLAN

Warranty.....Five years; FDC-18U, FDC-20, one year on cabinet

Food insurance.....Five years

SPECIAL FEATURES

Chest models have self-rising lids, push-pull handle, recessed toe space, wire dividers. On upright model top inner door folds down for loading and unloading, 3 compartment doors act as loading shelves.

Home Freezer Specifications

Deepfreeze

Deepfreeze Appliances, 2301 Davis St., North Chicago, Ill.

Model No.	B-86	C-86	B-146	C-146	C-186	C-246	CU-126	CU-196
Chest or upright type	Chest	Chest	Chest	Chest	Chest	Chest	Upright	Upright

DIMENSIONS (In Inches)

Interior: Height	22 1/2	22 1/2	31	28 1/2	30 1/2	30 1/2
Width	30 1/2	30 1/2	17 1/2	16 1/2	22 1/2	17 1/2
Depth	19 1/2	19 1/2	17 1/2	17 1/2	30 1/2	17 1/2
Exterior: Height	39 1/2	39 1/2	39 1/2	39 1/2	39 1/2	39 1/2	61	72
Width	38	38	55 1/2	55 1/2	76 1/2	93 1/2	31 1/2	34
Depth	30 1/2	30 1/2	30 1/2	30 1/2	30 1/2	30 1/2	30 1/2	33

*Large compartment. †Small compartment.

CAPACITY (In Cu. Ft.)

Total	7.67	7.67	13.59	13.59	17.8	23.71	12.0	18.6
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INTERIOR EQUIPMENT

Partitions (No.)	1	1	1	1	1
Shelves (No.)	4	4
Door or lid shelves (No.)	3
Baskets (No.)	3	3	3	3	1	2
Casserole set (No.)	1	1
Light	Yes	Yes	Yes	Yes	Yes	Yes	No	No

INSULATION

Kind	Fiberglas and Mineral Wool
Thickness (In Inches)	3 1/2 in. average

LIDS OR DOORS

Outer doors or lids (No.)	1	1	1	1	2	2	1	1
Provision for locking?	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes

WEIGHT (Lbs.)

Shipping	295	295	395	400	560	725	345	490
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PRICE, suggested retail...\$269.95 \$289.95 \$389.95 \$439.95 \$529.95 \$599.95

REFRIGERATION EQUIPMENT

Cooling method: Make of control.....Ranco and Cutler-Hammer

Wrap around.....Chest models Accessible for user adjustment?.....Yes

Refrigerated shelves.....Upright models Location.....Front

Compressor: Fanned.....Type

Sealed.....Model C-246

Location in cabinet.....Rear

Slide out.....All other models

Refrigerant.....Models B-86, C-86, B-146, and C-146, "Freon-12"; other models, "Freon-22"

Warning device:

Light.....Yes

Anti-sweat provisions around freezer opening.....Yes

Crosley Shelvador

Appliance & Electronics Div., Avco Mfg. Corp., 1329 Arlington St., Cincinnati, Ohio

Model No.	SEF-6	SDF-8	CEF-9	SEF-15	CEF-15	CEF-20	UEF-13	UEF-20
Chest or upright type	Chest	Chest	Chest	Chest	Chest	Chest	Upright	Upright

DIMENSIONS (In Inches)

Interior: Height	25	23 1/2	24 1/2	19 1/2	30 1/2	17 1/2	29	29
Width	21 1/2	31 1/2	31 1/2	16 1/2	31 1/2	16 1/2	31 1/2	21 1/2
Depth	19	19	19	19	19	19	19	19
Exterior: Height	39	37	39	39	39	39	66 1/2	72 1/2
Width	29 1/2	39 1/2	39 1/2	55 1/2	55 1/2	85 1/2	30 1/2	40
Depth	31 1/2	30 1/2	31 1/2	31 1/2	31 1/2	31 1/2	27 1/2	31

*Including hardware.

CAPACITY (In Cu. Ft.)

Total	6.0	8.2	8.82	14.5	14.5	20.0	13.01	20.0
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INTERIOR EQUIPMENT

Partitions (No.)	2	2	2	3
Shelves (No.)	4	5
Door or lid shelves (No.)	3	3	3	5
Baskets (No.)	2	4	4	1*
Racks or service trays (No.)	1	1
Light	No	No	Yes	Yes	Yes	Yes (2)	No	No

INSULATION

Kind	Fiberglas
Thickness: (In Inches)
Top	3	3	3	3	3	3	4	4
Sides	4	4	4	4	4	4	4 1/2	4
Bottom	4	4	4	4	4	4	4 1/2	4
Door (upright models)	3	4

LIDS OR DOORS

Outer doors or lids (No.)	1	1	1	1	1	2	1	1
Provision for locking?	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes

WEIGHT (Lbs.)

Net	237	281	288	365	377	557	300	500
Shipping	277	329	336	440	452	642	363	527

PRICE, suggested retail...\$258.48 \$287.13 \$335.25 \$412.03 \$450.29 \$613.05 \$449.76 \$630.71

*Full width.

REFRIGERATION EQUIPMENT

Cooling method.....Models UEF-13 and UEF-20, refrigerated shelves; all other models, wrap around

Total sq. ft. of refrigerated surface exposed to food compartment.....Model SEF-6, 17.1; SDF-8, 20.0; CEF-9, 21.3; SEF-15, 32.0; CEF-15, 32.0; CEF-20, 49.1; UEF-13, 106

Compressor:

Make.....Model SEF-6, Crosley; all other models, Tecumseh

Sealed.....Yes

Refrigerant.....Models SEF-6, SDF-8, and CEF-9, "Freon-12"; all other models, "Freon-22"

Make of control.....Ranco or Cutler-Hammer

Accessible for user adjustment?.....Yes

Location.....Model UEF-13, top of trim; UEF-20, unit compartment; all other models, cabinet top, rear

Condenser: Type

Fanned.....Yes

Forced convection.....Yes

Warning device:

Light.....Chest models

Anti-sweat provisions around freezer opening.....Yes

CONSTRUCTION AND FINISH OF

Cabinet.....Steel, baked enamel

Interior liner.....UEF-13, porcelain; UEF-20, aluminum; all other models, baked enamel

PROTECTION PLAN

Warranty.....One year on all parts; four additional years on sealed-in mechanism

Maytag

The Maytag Co., Newton, Iowa

Model No.	8C	14C	122U	15U	19U	25U
Chest or upright type	Chest	Chest	Upright	Upright	Upright	Upright

DIMENSIONS (In Inches)

Interior: Height	29 1/2	29 1/2	47 1/2	47 1/2	51 1/2	52 1/2
Width	29 1/2	48 1/2	25	25	29	41
Depth	18 1/2	18 1/2	17 1/2	23 1/2	23 1/2	20 1/2
Exterior: Height	36	36	65 1/2	65 1/2	69 1/2	71
Width	37 1/2	56	32	32	36	49
Depth	31	29 1/2	26 1/2	31 1/2	32 1/2	32 1/2

CAPACITY (In Cu. Ft.)

Total	8.0	14.0	11.7	15.4	19.6	25.0
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INTERIOR EQUIPMENT

Partitions (No.)	2	3				
Shelves (No.)			4	4	4	3
Slide-out shelves (No.)			1			
Door or lid shelves (No.)			3	3	3	
Baskets (No.)	2	4				
Light	Yes	Yes	No	Yes	Yes	No
Thermometer	Yes	Yes	No	Yes	Yes	Yes

INSULATION

Kind	Fiberglass					
Thickness: (In Inches)						
Top	1 1/2	1 1/2	3 1/2	3 1/2	3 1/2	3 1/2
Sides	3 1/2	3 1/2	3 1/2	3 1/2	3 1/2	3 1/2
Bottom	3 1/2	3 1/2	3 1/2	3 1/2	3 1/2	3 1/2
Door (upright models)			3 1/2	3 1/2	3 1/2	4 1/2

LIDS OR DOORS

Outer doors or lids (No.)	1	1	1	1	1	1
Provision for locking	Yes	Yes	No	Yes	Yes	Yes

WEIGHT (Lbs.)

Net	245	308	275	300	360	422
Shipping	295	371	338	366	432	517

PRICE, suggested retail... \$279.50 \$379.50 \$399.50 \$499.50 \$589.50 \$719.50

REFRIGERATION EQUIPMENT

Cooling method						
Wrap around	Models 8C and 14C					
Other	Models 122U and 25U, top and bottom, 3 shelves;					

models 15U and 19U, top and bottom, 4 shelves

Total sq. ft. of refrigerated surface exposed to food compartment: Model 8C, 18.6; models 14C, 26.2; 122U, 20.8; model 15U, 33.9; 19U, 39.6; model 25U, 46.8

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Home Freezer Specifications

Gibson

Gibson Refrigerator Co., Greenville, Mich.

Model No.	HFU-70	HFU-110	HFU-180	HFU-250	HFU-320	HFU-170	HF-140	HF-200
Chest or upright type	Upright	Upright	Upright	Upright	Upright	Upright	Chest	Chest

DIMENSIONS (In Inches)

Interior: Height	49	53 1/2	50 1/2	50 1/2	50 1/2	53 1/2	31 1/2	30 1/2
Width	17 1/2	24	32 1/2	45	57 1/2	25	30 1/2	48 1/2
Depth	17 1/2	17 1/2	19 1/2	19 1/2	19 1/2	22 1/2	19 1/2	19 1/2
Exterior: Height	58 1/2	62	72 1/2	72 1/2	72 1/2	72 1/2	40 1/2	40 1/2
Width	24 1/2	31	41	53 1/2	65 1/2	32	54 1/2	73 1/2
Depth	28 1/2	28 1/2	31	31	31	30 1/2	30 1/2	30 1/2

*Storage compartment †Freezer compartment.

CAPACITY (In Cu. Ft.)

Total	7.15	11.07	18.32	25.16	32.28	17.0	14.1	20.0
Freezing compartment							3.7	3.34

INTERIOR EQUIPMENT

Partitions (No.)							1	1
Shelves (No.)	4	3	4	4	4	5	2	3
Baskets (No.)		1						
Door or lid shelves (No.)			2	2	4			
Light	No	No	Yes	Yes	Yes	No	Yes	Yes

INSULATION

Kind	Fiberglass							
Thickness: (In Inches)								
Top	3	3 1/2	4	4	4	3 1/2	3 1/2	3
Sides	3	3 1/2	4	4	4	3 1/2	4	4
Bottom	3 1/2	3 1/2	4	4	4	3	4	4 1/2
Door (upright models)	3 1/2	3 1/2	4 1/2	4 1/2	4 1/2	3		

LIDS OR DOORS

Outer doors or lids (No.)	1	1	1	1	2	1	1	1
Provision for locking?	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes

WEIGHT (Lbs.)

Net	248	336	455	530	650	300	375	470
Shipping	276	400	575	665	815	380	465	600

PRICE, suggested retail... No List No List \$549.95 \$619.95 \$839.95 No List \$424.95 \$529.95

McCall

McCall Refrigerator Corp., Hudson, N. Y.

Model No.	F 19
Chest or upright type	Upright

DIMENSIONS (In Inches)

Interior: Height	49
Width	33
Depth	20
Exterior: Height	72 1/2
Width	41
Depth	28

CAPACITY (In Cu. Ft.)

Total	19
-------	----

INTERIOR EQUIPMENT

Shelves (No.)	3
Kind	Fiberglass
Thickness: (In Inches)	
Top	4
Sides	4
Bottom	4
Door (upright models)	4

LIDS OR DOORS

Outer doors (No.)	1
Provision for locking?	Yes

WEIGHT (Lbs.)

Net	420
Shipping	515
PRICE, suggested retail	\$710

REFRIGERATION EQUIPMENT

Cooling method	Cold plates
Compressor:	
Make	Tecumseh
Sealed	Yes
Location in cabinet	Bottom
Slide out	No
Refrigerant	"Freon-22"
Type of control	Capillary
Warning device:	
Light	Yes
Anti-sweat provisions around freezer opening	Yes
CONSTRUCTION AND FINISH OF Cabinet	Gray Dulux
Interior liner	Aluminum
PROTECTION PLAN	
Warranty	Five years on compressor

Elrod To Distribute Crosley, Bendix Lines In Atlanta

CINCINNATI—Thoben F. Elrod, field sales manager, Crosley home appliances, since June, 1952, will leave that post to head up his own firm in Atlanta to distribute Crosley and Bendix home appliances, Parker H. Ericksen, vice president of Avco Mfg. Corp. and general manager of appliances for Crosley and Bendix, announced recently.

Ericksen said the new firm, Thoben Elrod Co., will replace the Atlanta branch.

Elrod, who joined Crosley in 1949, headed the Atlanta branch from 1950 to 1952.

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Freez-Aire

Freez-Aire Corp., 650 S. San Vicente Blvd., Los Angeles 48, Calif.

Model No.	Custom Upright	Deluxe Upright
Chest or upright type		
DIMENSIONS (In Inches)		
Exterior: Height	69 1/2	69 1/2
Width	38	38
Depth	31	31
CAPACITY (In Cu. Ft.)		
Total	20	20
INTERIOR EQUIPMENT		
Shelves (No.)	2	3
Slide-out shelves (No.)	1	2
Door or lid shelves (No.)	12	12
Special racks or service trays (No.)	2	1
Drawers (No.)	2	
Light	Yes	Yes
Thermometer	Yes	Yes
Ice cube trays (No.)	2	2
INSULATION		
Kind	Fiber Glass	
Thickness: (In Inches)		
Top	4	4
Sides	4	4
Bottom	4	4
Door (upright models)	4	4
LIDS OR DOORS		
Outer doors or lids (No.)	1	1
Provision for locking?	Yes	Yes
WEIGHT (Lbs.)		
Net	400	400
Shipping	450	450
PRICE, suggested retail	\$659.00	\$619.50

REFRIGERATION EQUIPMENT
Cooling method..... Frost-O-Matic forced air blower system and automatic defrost

Compressor:
Make.....Kelvinator or Tecumseh
Sealed.....Yes
Location in cabinet.....Bottom
Refrigerant....."Freon-22"
Make of control.....Ranco
Accessible for user adjustment.....Yes
Location.....Inside top interior

Condenser: Type
Finned.....Yes
Forced convection.....Yes
Warning device.....Light on

CONSTRUCTION AND FINISH OF
Cabinet.....Zinc coated, all steel, Dulux baked enamel
Interior liner.....Aluminum, white Dulux finish, shelves metal blue

PROTECTION PLAN
Warranty.....Standard one and five year
Food insurance.....2-year, optional

SPECIAL FEATURES
No frost in freezer or on food—high humidity—no odor transfer. Full dimensional freezing—automatic defrosting unit. Pie rack in both models, cake rack in Custom.

Cold Seal (Servel)

Servel, Inc., Evansville 20, Ind.

Model No.	HF-93 Chest	HF-153 Chest	HF-223 Chest	VF-113 Upright	VF-153 Upright	VF-223 Upright
Chest or upright type						
Separate freezing section?	Yes	Yes	Yes			
DIMENSIONS (In Inches)						
Interior: Height	26 1/2	26 1/2	26 1/2	48 1/2	48 1/2	49 1/2
Width	36 1/2	56	81	24 1/2	24 1/2	33 1/2
Depth	19 1/2	19 1/2	19 1/2	16 1/2	23 1/2	19 1/2
Exterior: Height	36	36	36	59 1/2	64 1/2	71 1/2
Width	44 1/2	64	89	30 1/2	30 1/2	41
Depth	31 1/2	31 1/2	31 1/2	27 1/2	34 1/2	30 1/2
CAPACITY (In Cu. Ft.)						
Total	9.0	15.0	22.0	11.0	15.7	21.5
Freezing compartment(s)	2.5	2.5	2.5			
INTERIOR EQUIPMENT						
Partitions (No.)	2	2	4			
Shelves (No.)		1	1	4	4	4
Door or lid shelves (No.)				3	3	
Baskets (No.)	2	3	3	1		
Racks or service trays	1	6	6			
Light	Yes	Yes	Yes			
Non-refrigerated storage						Yes
Juice can rack	1	1	1			
INSULATION						
Kind	Glass Fleece		Fiberglass		Glass Fleece	
Thickness (In Inches)						
Top	3	3	3	3	3	4
Sides	3 1/2	3 1/2	3 1/2	3 1/2	3 1/2	4
Bottom	4	4	4	4	4	4
Door (upright models)				3	3	5
LIDS OR DOORS						
Outer doors or lids (No.)	1	1	2	1	1	1
Provision for locking?	Yes	Yes	Yes	No	No	Yes
WEIGHT (Lbs.)						
Net	282	360	484	310	350	400
Shipping	326	456	593	344	396	474
PRICE, suggested retail	\$349.50	\$459.50	\$599.50	\$399.50	\$499.50	\$679.50

REFRIGERATION EQUIPMENT
Cooling method.....Models HF-93, HF-153, HF-223, wrap around; all others, refrigerated shelves

Total sq. ft. of refrigerated surface exposed to food compartment.....HF-93, 19.7; HF-153, 26.83; HF-223, 35.86; VF-113, 11.1; VF-153, 16.5; and VF-223, 16

Compressor:
Make.....Tecumseh
Sealed.....Yes
Location in cabinet.....VF-113 and VF-153, bottom back; VF-223, bottom right; all others, bottom left

Slide out.....Yes on VF-223

Refrigerant.....HF-93, VF-113, and VF-153, "Freon-12"; other models, "Freon-22"

Make of control.....Ranco

Accessible for user adjustment.....Yes

Location.....HF-93, HF-153, and HF-223, bottom front; VF-113, VF-153, inside top; model VF-223, motor comp.

Condenser: Type
Finned.....HF-223 and VF-223
Wrap around.....All other models
Forced convection.....Models HF-223 and VF-223

Natural convection.....Other models

Warning device:
Light.....On model VF-223

Anti-sweat provisions around freezer opening.....Yes on HF-223, VF-113, VF-153, and VF-223

CONSTRUCTION AND FINISH OF
Cabinet.....Steel, Bonderized, baked enamel

Interior liner.....Steel, galvanized, baked enamel; VF-223, aluminum

Refrigerated shelves or plates.....Wire over coil, baked enamel on VF-113 and VF-153; aluminum on VF-223

PROTECTION PLAN
Warranty.....One-year on entire freezer, additional four years on refrigerating unit

Food insurance.....\$250 food spoilage warranty included in list price

Philco

Philco Corp., C and Tioga Sts., Philadelphia, Pa.

Model No.	GH-82S Chest	GH-82 Chest	H-1335 Chest	H-183 Chest	V-1445 Upright	V-1945 Upright	V-2545 Upright
Chest or upright type							
DIMENSIONS (In Inches)							
Interior: Height	27 1/2	28 1/2	29 1/2	29 1/2	49 1/2	47 1/2	52 1/2
Width	35	35	50	68 1/2	26 1/2	35 1/2	41
Depth	19	19	19	19	19	18 1/2	20 1/2
Exterior: Height	36 1/2	36 1/2	36 1/2	36	68 1/2	66 1/2	71 1/2
Width	42	42	57	75 1/2	33	43 1/2	49
Depth	29 1/2	29 1/2	29 1/2	29 1/2	27 1/2	30 1/2	32 1/2
CAPACITY (In Cu. Ft.)							
Total	8.1	8.1	13.0	18.5	14.0	18.5	25.6
Freezing compartment(s)			3.6	3.6			
INTERIOR EQUIPMENT							
Partitions (No.)	1	1	1	1			
Shelves (No.)					4	3	3
Slide-out shelves (No.)					1		
Door or lid shelves (No.)					6		
Baskets (No.)		2	3	3	2		
Special racks or service trays (No.)			1	1			
Light	No	Yes	Yes	Yes	No	No	No
INSULATION							
Kind	Fiberglass						
Thickness: (In Inches)							
Top	3	3	3	3			
Sides	3 1/2	3 1/2	3 1/2	3 1/2	3 1/2	3 1/2	3 1/2
Bottom	3 1/2	3 1/2	3 1/2	3 1/2	3 1/2	3 1/2	3 1/2
Door (upright models)					3 1/2	4 1/2	4 1/2
LIDS OR DOORS							
Outer doors or lids (No.)	1	1	1	1	1	1	1
Provision for locking?	No	Yes	Yes	Yes	Yes	Yes	Yes
WEIGHT (Lbs.)							
Net	252	259	333	409	359	318	411
Shipping	295	302	398	500	421	399	500
PRICE, suggested retail	\$269.95	\$319.95	\$379.95	\$479.95	\$449.95	\$579.95	\$699.95

REFRIGERATION EQUIPMENT
Cooling method
Wrap around.....Models H-1335 and H-183

Plate type.....Models GH-82S and GH-82

Refrigerated shelves.....Models V-1445, V-1945, and V-2545

Total sq. ft. of refrigerated surface exposed to food compartment.....Models GH-82S and GH-82, 15.5; model H-1335, 30.3; model H-183, 41.6; V-1445, 21.7; model V-1945, 37.1; V-2545, 46.8

Compressor:
Make.....Tecumseh
Sealed.....Yes
Location in cabinet.....Chest models, bottom left; upright models, bottom center

Slide out.....Yes

Refrigerant.....Models GH-82S and GH-82, "Freon-12" other models, "Freon-22"

Make of control.....Cutler-Hammer or Ranco

Accessible for user adjustment?.....Model GH-82S, no; other models, yes

Location.....Model V-1445, center bottom; other models, left bottom

Condenser: Type
Finned.....Yes
Forced convection.....Yes

Warning device.....Model GH-82S, none; other models, battery operated bell

Anti-sweat provisions around freezer opening.....Yes

CONSTRUCTION AND FINISH OF
Cabinet.....White Dulux

Interior liner.....Models V-1945 and V-2545, aluminum; other models, white porcelain

Refrigerated shelves or plates.....Models V-1445, V-1945, and V-2545, aluminum

PROTECTION PLAN
Warranty.....Five-year protection plan

Food insurance.....Included

SPECIAL FEATURES
Sloping front design provides 70% storage above knee level; Key Largo color styling all models but GH-82S; floor levelers all models but H-183; power cord safety bracket all models; sliding transfer shelf V-1445; adjustable shelf in V-1445; utility tray in all chests but GH-82S; battery test button on all models but GH-82S.

Manufacturer's Agents

for excellent line of refrigerators and home freezers by old-established firm selling through wholesalers. Must have solid background in major appliances, good reputation in trade, and limited non-competing lines. Texas and Oklahoma; Missouri, Nebraska, Kansas; Northern California; New England and upper New York State. Box 4568, Air Conditioning & Refrigeration News.

CLASSIFIED ADVERTISING

RATES for "Positions Wanted" \$7.50 per insertion. Limit 50 words. 15¢ per word over 50.
RATES for all other classifications \$10.00 per insertion. Limit 50 words. 20¢ per word over 50.
ADVERTISEMENTS set in usual classified style. Box addresses count as five words, other addresses by actual word count. Please send payment with order.

POSITIONS WANTED

ATTENTION, MANUFACTURERS—Maybe you don't need a full-time writer for your instruction sheets and manuals. In that case, it will pay you to look into a new writing service offered by a practical refrigeration and air conditioning man who can handle clear "American" English. VIRGIL C. JAMES, Cuba, Missouri.

GRADUATE MECHANICAL engineer with excellent scholastic record and five years with leading air conditioning and refrigeration manufacturer, principally residential heating-cooling units, feels he must change to further career. Qualified in design, production, application, development, or sales engineering. Midwest or southwest preferred. Married. Age 27. BOX 4573, Air Conditioning & Refrigeration News.

MAN WITH eighteen years' experience installation and servicing all size commercial refrigeration and air conditioning. Also Chrysler Airtemp central station and wiring. Texas or states along Mississippi or east. Salary or hourly with 40 hour guarantee, 48 to 50 weeks a year. All tools and transportation. Sober, willing to travel. References. BOX 4572, Air Conditioning & Refrigeration News.

POSITIONS AVAILABLE

AIR CONDITIONING & refrigeration engineer—Must be capable of doing application, estimating & sales engineering. Expanding organization. Excellent opportunity. Address BOX 4560, Air Conditioning & Refrigeration News.

ATTRACTIVE OPENING available with Detroit jobber. Prefer younger man 26 to 40. Must have had previous counter experience. Position offers liberal rewards with a real opportunity to learn and grow. Write giving full particulars. All replies held confidential. Address BOX 4569, Air Conditioning & Refrigeration News.

DESIGN ENGINEER: New York headquarters of medium size manufacturer requires experienced man able to work on own initiative on design of special packaged refrigeration and air conditioning units and coil and condenser design. Send resume of education, experience, and recent earnings. Replies treated in strictest confidence. BOX 4574, Air Conditioning & Refrigeration News.

MANUFACTURERS' REPRESENTATIVES: For Midwest manufacturer of commercial refrigeration. Excellent opportunity with rapidly growing concern. Give references and experience. Confidential. BOX 4571, Air Conditioning & Refrigeration News.

OPPORTUNITY FOR factory field man contacting distributors of food market equipment. Manufacturer of grocery and supermarket steel shelving has closed, exclusive territories available. Should have store lay-out and planning experience. Reply to C. R. LINGO ENGINEERING COMPANY, 220-230 Madison Avenue, Covington, Kentucky. Phone AXtel 1101-1102.

SALES MANAGER—Refrigeration air conditioning products for manufacturer automatic controls. Location, California. Please give us background, age and salary requirements. BOX 4558, Air Conditioning & Refrigeration News.

EQUIPMENT FOR SALE

AUTOMOTIVE AIR conditioning kits, parts supplies. Brand new. Kits available consisting of major component parts packed in original cartons. Plus inventory of Harrison, automotive aluminum evaporator coils, Harrison automotive condenser coils, Tecumseh model V.D.F.A. 4 cyl. compressors with special flywheel and service valves. 6 volt D.C. 2 speed motor and blower units. Fender junction valves plus many other items. Priced for quick sale. Immediate delivery. Send for price lists and descriptive literature. HAR-BERT SALES, 1416 Cherry St., Toledo, Ohio. Phone: Garfield 7376.

ATTENTION SERVICEMEN: Send for our refrigeration parts and supplies catalog. Save up to 50% on many items. Re-lays, V. belts, T.X. valves, fittings, controls, driers. New—guaranteed merchandise. WALTER W. STARR REFRIGERATION, 2833 Lincoln Avenue, Chicago 12, Illinois.

MAKE MONEY with the most compact condensate water disposal unit for air conditioners, ice bins, drinking fountains. Only 9" high, 11" wide and 4 1/2" thick; complete with check valve, float switch and tank. Will pump to a 12 foot head. List \$50.00. Order from your jobber or write to KESCO PRODUCTS CORP., 134-34 230 St., Springfield Gardens 12, N. Y.

% AND 1 H.P. nationally-known compressors at sacrifice prices (manufacturer prohibits us from using name). All twin-cylinder bodies with flywheel and service valves—1/4 H.P. only \$42.00; 1 H.P. \$47.00. (10% discount in lots of 6). Model SA6AL1 and SA6AM1, 1/4 H.P. fan-cooled hermetic units, \$34.00; model SA4AL1—1/4 H.P., \$37.00. All equipment new and fully guaranteed. MANN REFRIGERATION SUPPLY CO., 440 Lafayette Street, New York City, or phone GRamercy 3-8000.

FRANCHISE WANTED

WEST COAST sales representative—former sales manager of large nationally-known manufacturer, now and for several years operating successful west coast sales agency, can handle an additional line. Has had extensive experience in appliances, laundry equipment, commercial and household refrigeration and related products. Thorough knowledge and acquaintance with all types of desirable retail and wholesale distribution. Can give eastern manufacturer efficient and trustworthy representation for California or all or part of eleven western states. Can furnish top references who will vouch for merchandising ability and aggressiveness to get your job done. Address reply to SALES REPRESENTATIVE, Box 3861 Terminal Annex, Los Angeles, California.

BUSINESS OPPORTUNITIES

TO SETTLE estate, sacrifice old established commercial refrigeration business franchise over 20 years. Two major lines of commercial refrigeration. Established 30 years ago in this beautiful city, 400,000 population. Modest capital required to right person. Answer BOX 4575, Air Conditioning & Refrigeration News.

Sub-Zero Presentation--

(Concluded from Page 1, Col. 2)

of the country, Bakke declared. The presentation manual was produced by Elliott, Jaynes & Baruch Advertising Agency of Chicago. Research on the project began more than a year ago. Sub-Zero dealers were brought to Chicago at various times to discuss the manual and give their reactions so that copy and color photography would appeal to potential freezer buyers in all 48 states, it was pointed out.

A thorough study of freezable food and delicacies used throughout the country was made and more information was sought from major consumer publications, technical journals, frozen food councils, the U. S. Dept. of Agriculture, several universities, the American Meat Institute, and the National Livestock Board.

The new presentation manual represents a synthesis of all this information, it was indicated.

The Sub-Zero freezer marketed this year, the company declared, is assembled in such a way that it can be serviced entirely in the field by local servicemen.

All condensing units are equipped with service valves so that the unit can be serviced from the front in the field. The evaporator is completely made of copper tubing and field serviceable.

Al Rose, national sales manager, says that with the all-aluminum freezer "you overcome the continual problem of rusting, and you have a lighter weight unit to ship."

Rose added that Sub-Zero was one of the pioneers in the development of the process for painting aluminum.

"We go through five different etching processes on our aluminum before it is baked," he reported, "so that we can get a brighter and more permanent finish on aluminum than many companies get on steel."

Lawrence Bakke, manager of Sub-Zero's Madison plant, claimed that Sub-Zero was the first company to have a die-formed, deep drawn, one piece, aluminum top.

In the Sub-Zero upright, all shelves and top and bottom of the freezer are coiled so that all food packages stored in it are directly on or below freezing surface. The unit is also provided with inner doors, which, according to Bakke, allows the unit to go for 1½ to 2 years without defrosting.

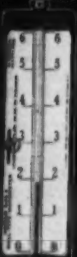
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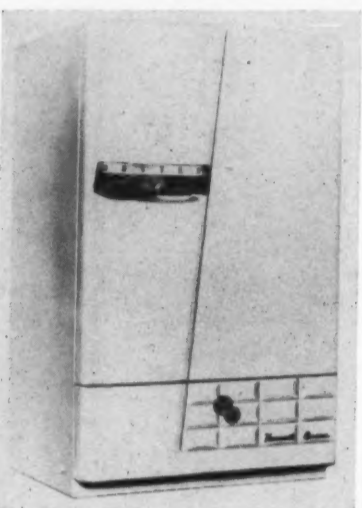


Direct reading, accurate, non-spilling for indicating low air pressures. Designed for use as a portable unit, or permanent installation. Model C-4128. 0"-3" water pressure. Model C-4490 0"-6" water pressure.

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INTERIOR of United's Model UF4-171.



EXTERIOR of United's Model UF4-171.

'54 United Line--

(Concluded from Page 1, Col. 4)

the unit may pass through narrow doorways.

Both these units have United's new interior color styling using soft, green pastel trimmed in gold. The exterior shows the new cabinet design finished in white "DuPont Dulux" baked enamel with gold trim.

Another model in the company's 1954 line is the two-door UF-32. Called the "Harvest King," this 32-cu. ft. unit "has an unusually large freezer capacity for the floor space required," according to the manufacturer.

This dual-purpose unit for storing and sharp freezing foods has 5,684 sq. in. of low temperature refrigerated surface, it was pointed out. It is equipped with two coiled fast-freeze shelves; the bottom of the liner is coiled for fast freezing; and the entire wall area above the upper shelf, plus ceiling, is coiled for proper low temperature in the most critical area.

The decision to revamp the entire freezer line came as a result of United's happy experience with the "Refrig-N-Freez" model, Gordon reported.

Introduced last fall, this combination refrigerator and freezer "brings a complete freezer into the kitchen for greater convenience and use." It consists of a 7-cu. ft. refrigerator on top and a 10-cu. ft. freezer on the bottom. Each unit has a separate door with storage compartments built in for small packages, cans, and bottles. The appliance is "designed in sweeping lines with green and gold trim."

Gordon said that when United decided to produce the Refrig-N-Freez, "we were determined to give it real sales appeal from every angle."

"Our first step was an exhaustive study of the consumer market. Only after we were sure we knew exactly what features the buyer would want and demand, were we ready to go ahead."

"The firm of Scharfenberg & Polivka, nationally-known industrial designers, worked with us on the final design. The results were so gratifying that we have now applied the same formula to our entire line."

He added: "What we have done is to make every effort to give the dealer a line of freezers tailor-made to fit his prospects' demands in every respect."

Full color literature describing United's new models is available.

Sales, Service Centers For Auto Coolers Opened

FORT WORTH, Texas—A.R.A. Mfg. Co. here, producer of the "Refrigair" line of automotive air conditioners, has announced the establishment of sales and service centers at Lubbock and Odessa, Texas.

Both centers are under the supervision of D. A. Brown, west Texas division manager, according to G. W. Derby, sales manager of A.R.A.

"The establishment of sales and service centers in Lubbock and Odessa is part of an A.R.A. program of expanded production and service," Derby said, "and is designed to bring factory facilities and service closer to important trade areas."

A.R.A. has already opened such automotive air conditioning centers in several other major Texas cities and in Miami, Fla.

Air Force Series In Next Issue

This week's instalment of the series discussing air conditioning of a typical synthetic flight trainer building of the United States Air Force has been omitted to make room for the home freezer specifications and allied data.

The series will be resumed in the June 7 issue of the NEWS.

Penn Controls Names Searls to Sales Post

GOSHEN, Ind.—Jack Searls has been appointed as assistant to the vice president-director of sales, Penn Controls, Inc. here.

Searls was formerly general sales manager, Morrison Steel Products, Inc., Buffalo.

With more than 15 years' experience in the field of control application, he is well qualified in the sales and application of controls for heating, air conditioning, refrigeration, gas appliances, pumps, air compressors, and engines, the company said.

He will make his headquarters at Penn's main plant and general office in Goshen.



Jack Searls

Hardy Bay Distributes Amana

AMANA, Iowa—Amana freezers and room air conditioners will now be merchandised through Hardy Bay Distributors, Ltd., Toronto, Canada, a subsidiary of White Hardware, Ltd., it was announced by E. L. Hinchliff, sales manager of Amana Refrigeration, Inc.

Sales, service, and advertising activities are directed by Harold Scott.

REWA Region 7 Plans 2-Day Meeting June 4-5

E. ST. LOUIS, Ill.—Refrigeration equipment wholesalers of REWA's region 7 will convene on June 4 and 5 in the Elms hotel, Excelsior Springs, Mo. to discuss mutual problems and meet the manufacturers, Joseph W. Cavataio, secretary-treasurer, announced recently.

Five talks and discussions are scheduled for Friday, June 4, to be followed by cocktail hour and dinner. Wholesalers will meet the manufacturers on Saturday morning and adjourn at noon, according to the announcement.

Tentatively scheduled talks are: "The Profits on Condensing Unit Line," Frank Pond, Refrigeration and Industrial Supply Co., Minneapolis; "What Has Happened to Our Net Profit?" by E. L. Tramposh, Refrigeration Equipment Co., Kansas City, Mo.; "What Should Our Decision Be on Air Conditioning and Room Coolers?" Joseph W. Cavataio, Illinois Electric Works, Inc., E. St. Louis, Ill.; "The Question of Direct Selling," Merrill B. Murray, H. Ehrlich & Sons, St. Louis, Mo.; and "Cash Discounts," Harry Hoffman, Hoffman Supply Co., Springfield, Mo.

Tramposh will also report on a recent REWA board meeting. A discussion of the national convention in Oct. in St. Louis is scheduled.



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How completely it defrosts is the key to quality in any hot gas defrost system. Defrosting requires heat. And if the heat supply runs out before defrosting is complete, the room temperature will not be properly maintained.

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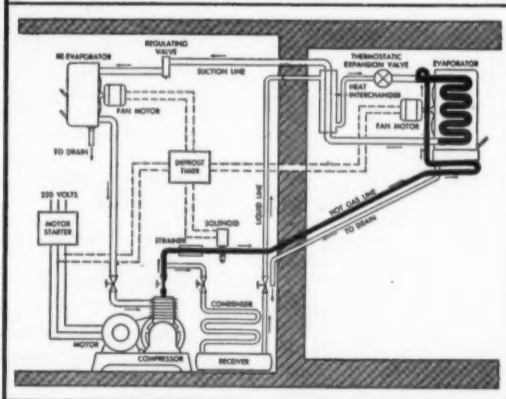
Since it utilizes room air, this special Therm-O-Cycle re-evaporator provides an unlimited amount of heat... yet requires no storage reservoirs, re-boilers or other complicated devices.



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